

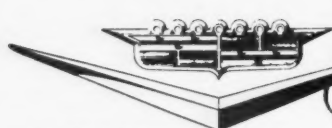
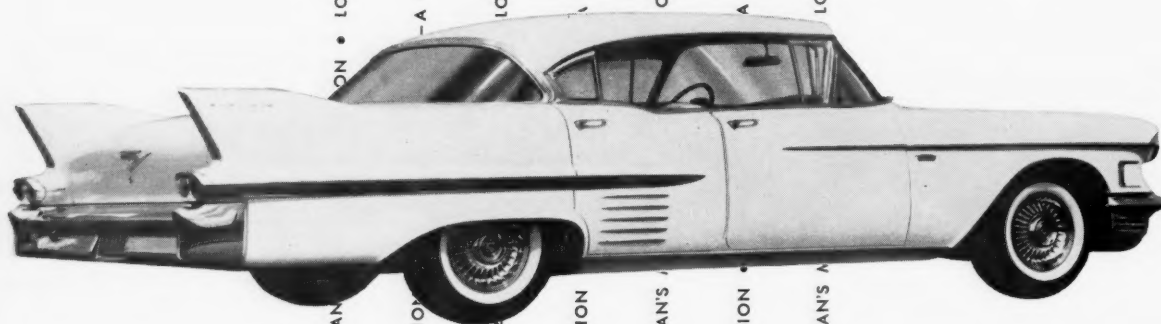


HOSPITALS AND MEDICINE: DALLAS MEETS THE CHALLENGE

Dallas JULY • 1958

MOTORDOM'S MASTERPIECE

1958 CADILLAC



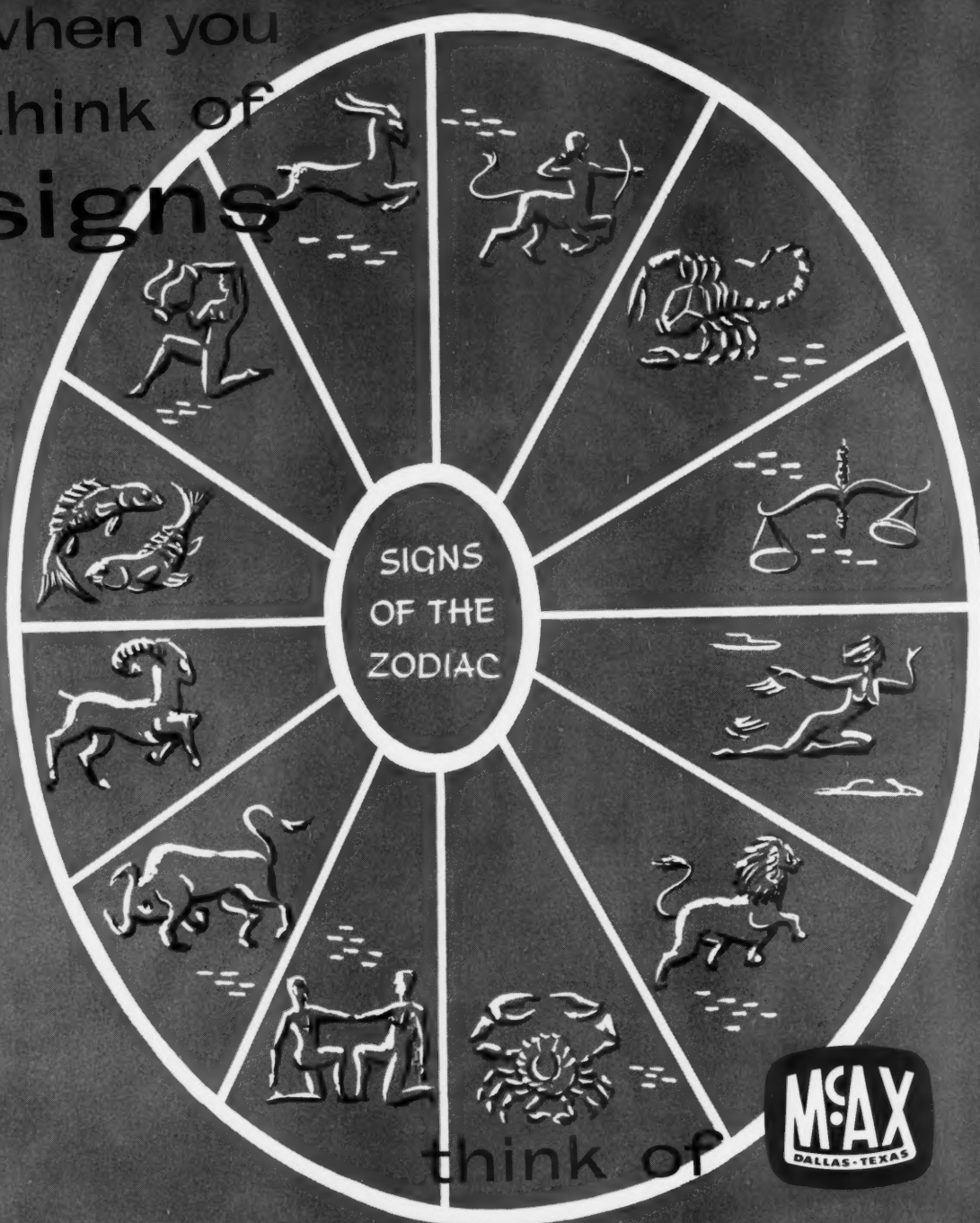
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Dallas *Pioneers*



Established

1852 Caruth

Real Estate Investments

1869 Padgett Bros. Company

Leather Goods — Wholesale and Retail

1872 Dallas Transit Company

Street Railway

1874 Bolanz & W. C. (Dub) Miller

Real Estate and Insurance

1875 First National Bank in Dallas

Banking

1874 Binyon-O'Keefe Warehouse Co.

"Moving, Household Goods, and Commercial Warehousing"

1879 Texlite, Inc.

Manufacturers of Porcelain Enamel and Plastic Products for the Sign and Building Industries

1884 The Dorsey Company

Printers — Lithographers Stationers — Office Furniture

1887 Buell & Company

Building Material Distributors

1889 Austin Brothers Steel Co.

Steel for Structures of very Kind

1892 The Egan Company

Printing, Lithographing, and Embossed Labels

1893 Fleming & Sons, Inc.

Manufacturers — Paper and Paper Products



DALLAS hospital history began with this imposing structure — the original Parkland — built in 1894 "at the insistence of Dallas citizens." That same year Dallas had its first cyclone in the Eastern part of the city and in December the Trinity River froze over. The 1394 City Directory listed 18,382 names and the estimated population was 55,302. On June 23, 1898, St. Pauls Hospital was opened and in 1909, Baylor Hospital was established. In 1912 the Houston Street Viaduct was completed and that same year W. Neil Stewart Sr. started a small office supply business in one room of the Praetorian Building. In a series of expansions this business moved to larger locations and in 1918 occupied a two-story structure at 1519 Main Street. In December, 1927, the Methodist Hospital opened and in 1929 the Stewart Office Supply Company purchased and moved to its present building which it later sold and re-obtained quarters under lease. Now in its forty-sixth year this firm is one of the largest office supply organizations in the Southwest with its modern store at 1523 Commerce and its general offices and warehouse at 400 South Austin. The old Parkland Structure has been replaced by the City-County Hospital on Hines Boulevard and Dallas has become one of the major medical and hospital centers of the South.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brand Inc. Morticians

Originally, Loudermilk, Broussard and Miller

1896 Briggs-Weaver Machinery Co.

Industrial Machinery and Supplies

1899 Seay & Hall

All Lines of Insurance

1898 Etheridge Printing Company

Printing, Lithographing, Engraving, Office Supplies

1900 John Deere Plow Company

Agricultural Implements

1900 The Murray Co. of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1903 Smith's Detective Agency

Burglar Alarm, Fire Alarm Radio Patrol Service

1904 T. A. Manning & Sons

Insurance Managers Fire — Casualty

1905 Rubenstein & Sons, Inc.

Gulf Princess, Ready To Fry Breaded Shrimp Lady Rite Shelled Pecans

1910 Moser Co. Realtors

Industrial and Commercial Leases and Sales

1912 Stewart Office Supply Company

Stationers — Office Outfitters

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Dallas

JULY

1958

VOLUME 37

NUMBER 7

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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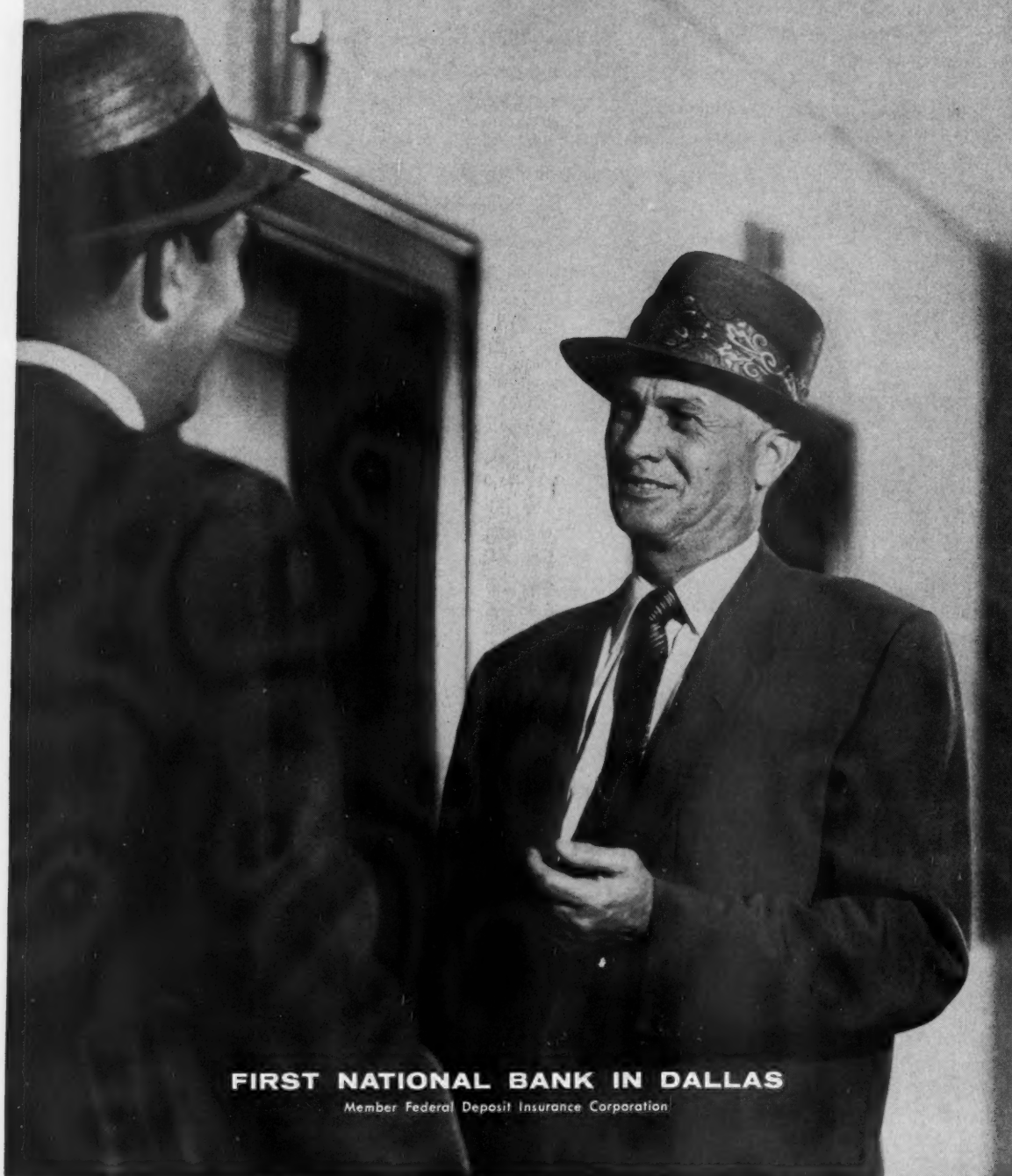
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*"Why don't you give the First in Dallas
an opportunity to say YES"*



FIRST NATIONAL BANK IN DALLAS

Member Federal Deposit Insurance Corporation

DALE MILLER'S

WASHINGTON

REPORT

Appearance of Evil



The storm of controversy is still swirling about the beleaguered figure of the Assistant to the President of the United States, and in some respects it is surprising that it has continued unabated for such an inordinate amount of time, inasmuch as a phenomenon of politics it has been more spectacular than destructive. Nevertheless, as a sheer spectacle it has had few parallels in our recent political history. The most imaginative satirists among our playwrights could scarcely have authored a meatier political drama, and none could have hoped to ensnare such an illustrious name for the title role.

Indeed, the perpetuation of this real-life spectacular is attributable to the prominence of the star performer himself, since the plot and story line are too banally familiar in Washington by now to have warranted such a long run on the political stage. Of all the political figures who have graced, or at least occupied, the proscenium of the Washington platform in recent years, that of Sherman Adams was indubitably the last to be expected to have been found there in a racy production of this kind. He was the symbol of political probity, a hierarch who exercise virtually the powers of the Presidency in a vacuum of puritanical detachment for the grubby trivia of politics. Moreover, he was the nemesis of malefaction within his political family. On more than one occasion he had peremptorily ordered the resignation of some official who had been caught in the roving spotlight of an investigative committee, his sense of respectability being so refined as to eschew the very *appearance* of evil, regardless of the degree of the guilt or innocence of the accused.

Thus, the catalyst in the case of Mr. Adams has been his personality, and not the mere imprudences for which he may have been culpable and which he acknowledged. And it is an interesting and significant fact that, despite the somewhat ostentatious conduct of the Congressional hear-

ing, the greater relish in Mr. Adams' predicament has been manifested by Republicans rather than Democrats.

To appreciate the truth of that observation it is necessary to understand the exigencies of practical politics. Every member of Congress has constituent problems which require some liaison with the White House when his party controls the presidency, and for years many Republican Congressmen have sought, with little success and in growing desperation, to avail themselves of this routine political cooperation. But the aloofness and remoteness of Mr. Adams have constituted an insuperable barricade to an otherwise approachable President, so much so that many of the party faithful not only have been denied access to Mr. Eisenhower, but have been unable to secure an audience with Mr. Adams himself.

Under the circumstances many Republicans on Capitol Hill have not been reluctant to foster the impression that Mr. Adams is extremely expendable. Their feeling has not been induced primarily by the supposition that he would be a political liability in the forthcoming elections, but rather by the fervent conviction that their own political fortunes, as well as those of their party, would be enhanced by the removal of this wholly illogical barrier between their President and themselves. The efficient functioning of any party machinery requires the harmonious juxtaposition of its working parts, and this is a political fact of life which is understood not only by the Republicans now involved but also by their Democratic colleagues, who in their own time would have tolerated no such obstructions in their avenues of direct approach to Messrs. Roosevelt and Truman.

It is significant that, in the myriad thousands of words that have been written and uttered on this subject during the past several weeks, there is a conspicuous dearth of comment from high Democratic

leaders. Most of them have made only innocuous statements such as letting the facts speak for themselves; and it may be wondered why they have refrained from adding their voices to the critical clamor. It could be cynically supposed that they are sensitive to the reincarnation of the indiscretions of previous administrations; or it could be thought that they are sagaciously aware that a lily of such pristine purity as a political issue need not be gilded. But the real reason, I suspect, goes much deeper than these surface explanations.

The wise and experienced leaders on Capitol Hill, both Democratic and Republican, have gone through a lot in their time, and I do not doubt that they have long since wearied of these spectacles of human frailty in public service that have been paraded before their eyes. For such episodes are only symptomatic, and by no means causative, of conditions on our form of government which prevailed long before the bemedaled General Vaughan and which will continue to exist long after the bemused Mr. Adams. The complexities of modern society, the inseparability of business and politics in an increasingly regimented economy, the inescapability of conflicts of interest — all have conspired

The Assistant to the President: His experience is symptomatic of discernible political trends.

to nourish an intimacy, between the influential within, and the affluent without.

They are not without their poignant moments, these incidents of susceptibility in political life, for it is undeniable that in no other field of endeavor are ethical standards so difficult to define, and so impossible to apply uniformly. The vagaries of political behavior are such that the accusers are frequently no less culpable than the accused, yet the caprice of circumstance compels some to perform in one role and some to posture in another. Corruption in government is never to be condoned, of course, but then it seldom really exists. Imprudences and indiscretions undoubtedly do; but it might be difficult in Washington to find someone sufficiently worthy to cast the first stone.

Going Up! Medical Dallas



**Behind Dallas Medicine:
Its Citizens and Medical
Profession, Partners in New
Hospitals, Research
and Renown**

by Helen Bullock

Dallas has come of age as a medical center.

Literally thousands of citizens have contributed to its solid, steady growth to maturity—and in this way Dallas differs from some of the nation's other recognized medical centers, which owe their existence to a few rich men.

Also, speaking in a broad sense, the Dallas medical center is not just one geographical area, but several. And it is not altogether geographical.

It is the Hines-Hampton-Inwood area—the Oak Lawn-Maple-Welborn neighborhood—the Hall-Gaston-Adair vicinity. It is Methodist Hospital in Oak Cliff and

the Veterans Administration Hospital in Lisbon. It is the Medical Arts Building downtown and modern medical office buildings in all the suburbs.

It is the regular meetings of the Dallas County Medical Society and the Dallas County Dental Society and a score of other professional clubs.

It is medical education which reaches throughout the community and beyond—in the medical school and the dental college, in four university-and-hospital-affiliated nursing schools and in schools for technician nurses, in special schools in medical technology, X-ray technology, physical therapy.

It is internships and residencies offered by Dallas hospitals to polish off the formal training of young doctors, fledgling hospital administrators and dietitians.

The Dallas medical center is research in hospital laboratories, in the medical and dental colleges and in such famous and highly specialized medical institutions as the Wadley Research Institute and Blood Bank, and the Cerebral Palsy Treatment Center of the Dallas Society for Crippled Children.

More and more often, medical interest here centers briefly in the hotels or the Dallas Memorial Auditorium, as more and more big medical conventions are attracted to Big D.

Among the national ones which have already convened in Dallas this year are the American Association on Mental Deficiency, American Association of Plastic Surgeons, American Academy of General Practice and American Society of X-ray Technicians. Coming up this fall are the American Dental Association and the National Society for Crippled Children and Adults.

Medical Foundation

Not to be overlooked as part of the Dallas Medical Center — indeed, the father of much of it — is the Dallas-based Southwestern Medical Foundation.

Karl Hoblitzelle is now its president, and George L. MacGregor its vice-president. The Foundation recently made a survey appraising Dallas' present status as a medical center and predicting its future.

In the Future

Among its recommendations:

The two basic units of the medical

center at Hines and Hampton (the medical school and Parkland Hospital) should be expanded.

On the same campus should be established specialty institutes for cancer, heart, psychiatry, physical medicine and rehabilitation, children's diseases and chronic diseases — plus one or more voluntary general hospitals.

The foundation's master plan calls for "over-all advisory co-ordination of programs at the center."

Brick and Stone

For many years, Dallas has had top-notch physicians and dentists, and a quality of medical care which has attracted patients to the city from all over the Southwest. But only in recent years has it



SKILLED TECHNICIANS all over the city apply new methods in Dallas medicine.

begun to show brick-and-stone evidence of its great stature in the health sciences.

Construction of new medical facilities will be a multi-million-dollar business annually in Dallas, now and for years in the future.

A measure of the community wide interest in health facilities may be seen in the success of three major hospital building fund drives in the last two years. In public fund campaigns, Dallas citizens gave more than \$2,550,000 to enlarge Methodist Hospital; \$2,592,502 for Baylor, and \$4,395,357 to build a new St. Paul's.

This money is only a portion of the millions it will actually cost to build the badly needed new hospitals. Methodist's addition will cost \$6,000,000.

Baylor's new Women's and Children's Building (seven stories plus basement plus a 2-floor machinery penthouse) will cost \$3,750,000 and is expected to be finished by midsummer of next year.

St. Paul's Hospital will build a \$10,000,000 500-bed hospital at Harry Hines and Hampton, with the target date for completion the winter of 1961-1962.

A significant new addition to the Dallas medical community will be the conversion of the present St. Paul's to a 486-bed convalescent and chronic-disease hospital. This is one of Dallas' most urgent medical needs.

Construction Under Way

Other medical construction under way or in various stages of planning:

1. A \$100,000 mental health clinic to be operated by the State of Texas at 3601-3611 Routh.

2. A renewal program at Woodlawn Hospital, which will add 40 beds to that 232-bed tuberculosis and psychiatric institution at 3819 Maple.

3. A new wing for the Cerebral Palsy Treatment Center of the Dallas Society for Crippled Children at 2313 Oak Lawn.

4. A \$900,000 Dallas Rehabilitation Institute—probably near Parkland—for which \$450,000 in federal funds has already been assured.

5. A 226-bed Dallas East Hospital at Ferguson and Loop 12.

6. A 65-bed hospital atop the Doctors Medical Center near White Rock Lake.

7. A \$3,000,000 175-bed new building for the four Community Chest hospitals and clinics in the Children's Medical Center — probably near Parkland.

8. A \$7,500,000 350-bed Presbyterian Hospital in the Parkland area.

9. A 75-bed hospital at Garland.

10. A 75-bed hospital at Grand Prairie.

11. A new medical research center as a part of Exchange Park.

Medical Dallas

Following are the main buildings of medical Dallas which are already constructed — most of them modern structures and many spanking-new:

In or adjacent to the University of Texas Southwestern Medical School center on Harry Hines Boulevard are —

1. The school itself, with its basic science building and its brand-new skyscraper clinical science building.

2. Next-door Parkland Memorial Hospital, the school's main teaching hospital — a 580-bed building only four years old, and primarily a charity and emergency hospital.

ELECTRON MICROSCOPE at the Southwestern Medical School typifies the latest in research tools now used in Dallas.





GLEAMING CORRIDORS set off well-trained volunteers as they make their rounds in Dallas hospitals.

3. Parkland's new million-dollar 4-floor outpatient clinic, where thousands of Dallas County's sick or injured poor go for "office visits" with the doctor.

4. The Parkland nurses residence.

5. The brand-new \$800,000 City-County Health Administration Building, which will house both city and county health departments. It is located on Amelia just off Hines.

6. The City-County Department of Public Welfare building at 4917 Hines. This agency's tie-in with the medical center is that practically all people on relief in Dallas have sickness in the family. Families with an adult member physically able to work are not eligible for local welfare aid.

7. The County Juvenile Home and Juvenile Department at 4711 Hines — associated with the medical center in a broad sense because many of the young wards of the county and young delinquents receive medical treatment at Parkland.

A mile or so to the east and slightly south is another medical neighborhood, dominated building-wise by Woodlawn Hospital at 3819 Maple.

Woodlawn, Parkland and the Convalescent Hospital at Hutchins make up the 872-bed Dallas County Hospital District.

Near Woodlawn are a few of the small buildings of the original Southwestern Medical School home. Important research, including heart-lung surgery experiments, still goes on in these shacks.

Also in this neighborhood is a whole colony of children's hospitals and clinics. These include:

1. Scottish Rite Hospital for Crippled Children.

2. Cerebral Palsy Treatment Center of the Dallas Society for Crippled Children.

3. Jones Children's Haven (for permanently bedridden children).

4. Hope Cottage, for the care (and medical evaluation) of homeless babies.

5. The Children's Medical Center of the Community Chest, made up of these four institutions: Richard Freeman Memorial Clinic, Children's Hospital of Texas, Bradford Memorial Hospital for Babies and Ivor O'Connor Morgan Memorial Hospital for Tuberculosis Children.

Nearby are such medical agencies as the Dallas Tuberculosis Association, Dallas Heart Association, Planned Parenthood Center and the Dallas County unit of the American Cancer Society.

Another couple of miles southeast across town is a third important medical area on Gaston Avenue. Big Baylor Hospital dominates this medical colony. Also included are the Baylor University College of Dentistry, the Wadley Research Institute and Blood Bank, Gaston Hospital, the Gaston Medical Building and the Doctors Building. The latter two are modern medical office buildings such as have been built in recent years in numerous Dallas suburban areas.

A close neighbor to this center is St. Paul's present hospital.

In Oak Cliff, the two big hospitals are Methodist and the VA Hospital.

Volunteers

A significant role in medical Dallas is played by the hospital auxiliaries (women's clubs which raise funds to buy

"extras" for hospitals) and hospital volunteers, who give many hours of actual work in hospitals, serving without pay.

Unique in the Texas health scene is the Dallas Health Museum at Fair Park, dedicated to giving the public lessons in health and medicine. The only other health museum in this country is in Cleveland, Ohio.

Another part of the total medical picture in Dallas is the volunteer health agencies. There are dozens of them, each meeting a special need of people with a health problem. These agencies include the polio foundation, the mental health society, services for blind children, the hemophilia foundation, the epilepsy league, nephrosis foundation and so on.

The medical profession in Dallas is nationally known for its support of civic activities, such as the Chamber of Commerce. A recent issue of "The Journal of the American Medical Association" noted, "The Dallas Chamber of Commerce has more physician members than any other Chamber of Commerce in the United States. Membership of physicians in the Dallas Chamber has grown from 92 in 1953 to a total of 340 in 1958, with 34 actively serving on committees."

The Health of the People

George L. MacGregor, vice-president of Southwestern Medical Foundation, in a recent speech about Dallas' future as a medical center, quoted Disraeli thus:

"The health of the people is really the foundation upon which all their happiness and all their powers as a state depend."

in'ge·nu'i·ty: *designing a 12-ton missile to fit inside an atomic sub*

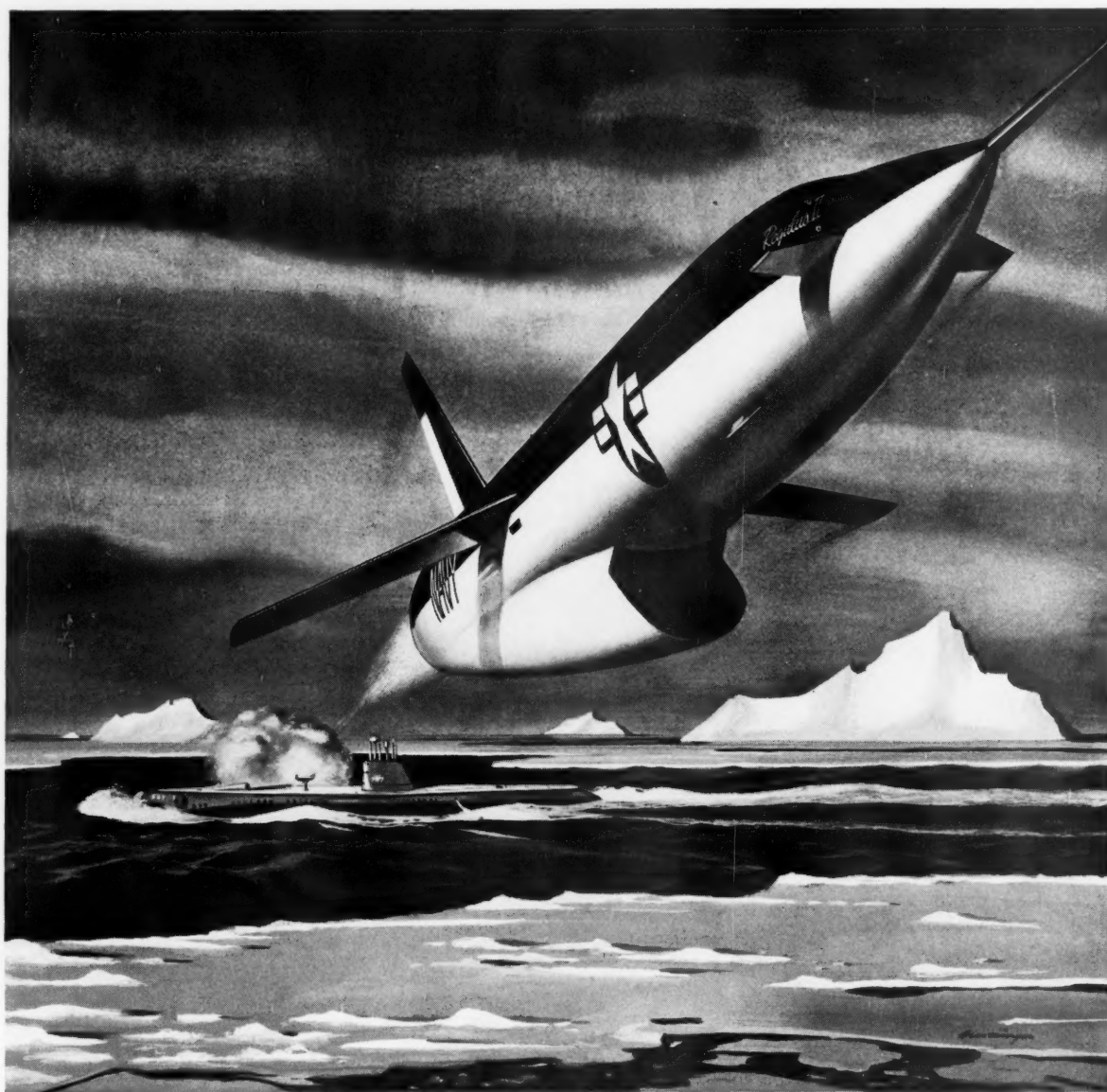
Chance Vought's *Regulus II* missile is twice as long as a city bus. It is crammed with delicate instruments, armed with a nuclear warhead. Yet Vought engineers designed *Regulus II* to serve safely, efficiently aboard the Navy's newest nuclear-driven submarines.

They shock-proofed the missile against underwater blasts. They conditioned it for polar ice, or equatorial heat. They made it — like Vought's smaller Fleet veteran, *Regulus I* — a dependable weapon, accurate from conventional or nuclear subs, from surface ships or highly maneuverable, mobile shore launchers.

Aboard its special, globe-girdling sub, *Regulus II* will move *invisibly* any distance to its launching point. There it can begin a supersonic, long-range strike in minutes. Or it may lurk unseen for months as a patient and ready deterrent.

A chilling prospect for would-be aggressors, this example of Vought ingenuity.

CHANCE **VOUGHT AIRCRAFT**
INCORPORATED • DALLAS, TEXAS



Blueprint for Tomorrow

**Southwestern
Medical Foundation
Sketches a Master
Plan for Dallas'
New Medical Center.**

Good health for all of the people of the area is the ultimate goal of Southwestern Medical Foundation, established in Dallas 19 years ago to perpetuate medical education and medical research in the Southwest.

One of the greatest symbols of its success is The University of Texas Southwestern Medical School, now one of the leading medical colleges of the nation, which was begun only sixteen years ago under the auspices of the Foundation. Another symbol of its work and its program of cooperation with other organizations in the field of health is the concept of a great medical center which is now

taking shape in the area intersected by Harry Hines Boulevard and Inwood Road.

The more than twenty million dollars which The University of Texas Southwestern Medical School and Parkland Memorial Hospital have already invested in land and buildings in the Hines-Inwood area is a foreshadowing of the great Southwestern Medical Center which will be developed there to serve the needs of the whole area.

This is the view which Karl Hoblitzelle and other members of the board of trustees of Southwestern Medical Foundation take of the long-range development which step-by-step is taking place on the 138-acre site overlooking downtown Dallas. The master plan for the Medical Center, now in its development stages, seeks to take into consideration the medical and health needs of the community and the region for the next 50 years.

Southwestern Medical Foundation, The City of Dallas, The University of Texas Southwestern Medical School, Parkland Memorial Hospital, various private agencies, and the property owners of the area all will have an important part in assuring the success of the Medical Center master plan, Mr. Hoblitzelle said.

EXPANSION and development of facilities on the 138-acre site at Harry Hines Boulevard and Inwood Road are keynotes in the Foundation's master plan.



"The great medical complex which is foreshadowed in construction already achieved and the planning now underway represents a tremendous broadening of our concepts of health in a free society, and lives up certainly to our highest aspirations in seeking a better life for our whole citizenship," he declared.

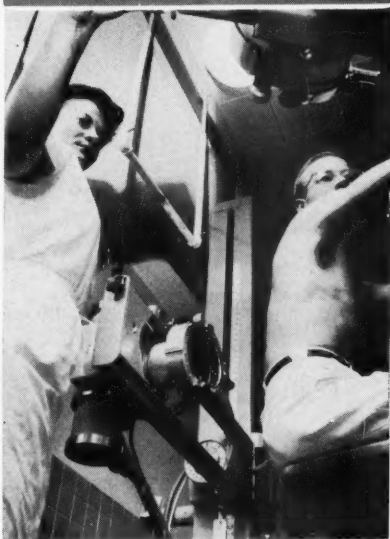
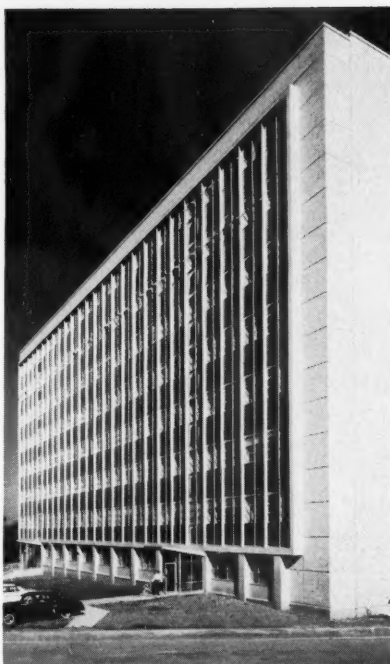
The objective of a great medical center, of course, is improved medicine—which means a continuing program to raise the levels and intensity of medical research, of teaching and of patient care. It holds separate meanings for the patient, for the community as a whole, and for the individual member of the medical profession.

For the patient, it means better medicine whether he is treated in one of the hospitals of the Center or elsewhere in the Center's area of influence. The improved standards which a great medical center invoke serve almost immediately to raise the whole level of medical practice and health services of an area. Thus the standards of care go up immediately and continue to rise in proportion of the scope of the medical center program.

For the community as a whole, it represents one of the most positive expressions possible of the free enterprise system. Such a center maximizes the possibilities of local self-government by meeting local needs with local resources in a fully creative sense. It is a powerful example of what can be done through local initiative, local leadership and local money. It provides one of the basic central services which make a great city, and in this way will further spread the influence of Dallas over the surrounding area for hundreds of square miles.

For the member of the medical profession—doctor, technician and nurse—it means first of all the assembly of the best and the latest in teaching, techniques and equipment into one highly accessible area. From the doctor's point of view particularly, the medical center is important. He does not have to stand alone. His contact, individual and institutional, in the medical center helps him to keep in touch with what is new in scientific medicine as well as in the whole realm of medicine and health. It sharpens his focus and provides check points for his own evaluations. The medical center is another approach through which he can continue his professional training both by teaching and by study—as well as exposure to the experts in the broad medical community which a medical center automatically creates.

Now, looking at the medical center from the encompassing point of view of



SYMBOLIC of Dallas' continual progress in medicine was the completion this month of the huge new addition (top) to the University of Texas Southwestern Medical School.

AT PARKLAND, integral part of the new medical center complex, new machines (lower picture above) help in research and study of complicated heart disease.

all, it is a stimulant to community self-consciousness about its problems of health and assures a dependable continuity of medical education and medical research. It is natural that out of this will come constantly broadening concepts of medical care, concepts which lead always toward better medicine and toward a better dis-

tribution of medical services particularly to those who need them most. In this way, the community accepts full responsibility not for certain of its parts, but for the whole, Hoblitzelle said.

The exact nature of the buildings and services which will be required over the next half century cannot yet be described, but some of the general considerations of the master plan will include:

1. Expansion of the two present basic units of the Medical Center—The University of Texas Southwestern Medical School and Parkland Memorial Hospital.
2. Development of certain types of specialty institutes, such as: Cancer, Heart, Psychiatry, Physical Medicine and Rehabilitation, Children, Chronic Diseases, etc.—not as self-contained buildings, but within the framework of the center and with additional space for expanded programs.
3. Establishment of one or more voluntary general hospitals at the center to provide better opportunities for patient-care at all levels and for further development of teachings and research programs.
4. Development of ancillary facilities, such as: Student union, fraternity houses, residential units for students, professional and technical personnel, etc.
5. A unified system of roadways, parking and utilities to effectuate the highest degree of efficiency of plant and grounds and to conserve the time and energies of the professional personnel.

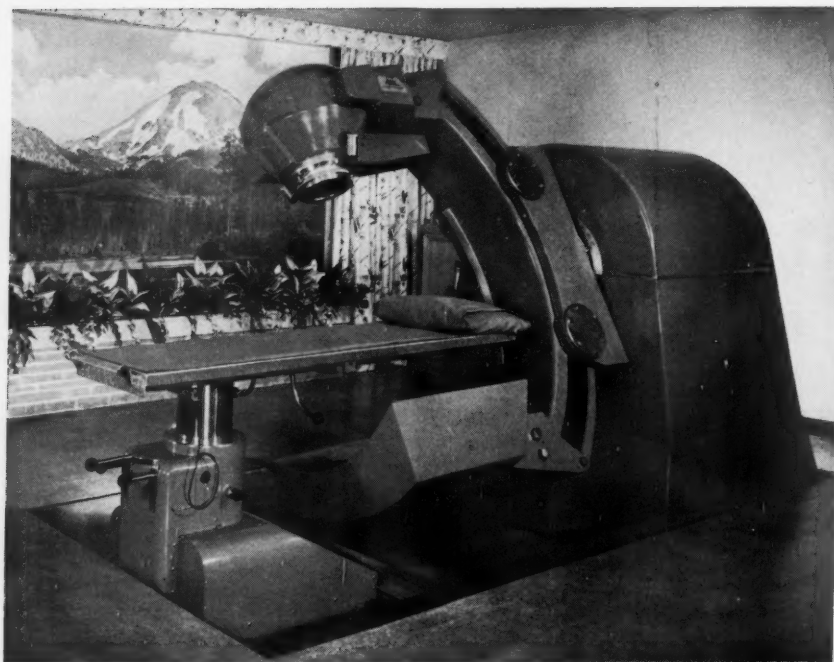
It is understood that as the center develops over a period of years the master plan will be modified from time to time. An inflexible plan would be highly detrimental to the proper planning of specific projects as they occur, but the lack of a sound framework for the future development of this center would result in sporadic construction with inadequate direction or coordination.

Since its founding as a non-profit corporation in January, 1939, Southwestern Medical Foundation has worked continuously in its far-reaching program to raise the levels of medical research teaching and patient care in the whole area.

Development of the Foundation was headed by the late Dr. E. H. Cary who worked with leaders not only in Dallas but throughout the Southwest to give the organization the broadest possible representation in the area which it was to serve. The Foundation continues to be operated by a board of trustees selected from among the very top business and industrial leadership of the region.

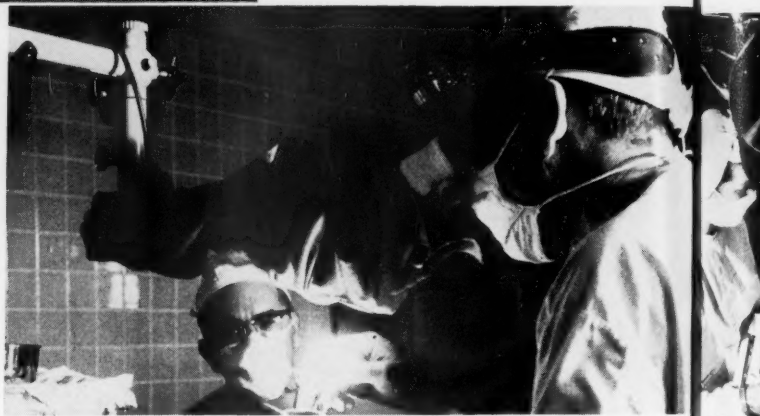
From the beginning the Foundation has

(Continued on page 61)



BAYLOR HOSPITAL'S cobalt unit treats cancer patients.

A SURGEON at St. Paul's Hospital performs a delicate operation.



Medical Skill Blankets Dallas

by Betty Waters



With one of the nation's 84 medical schools, the largest blood bank in the Southwest, the Congenital Heart Center for five states, plus four over-300-bed hospitals, Dallas truly may be called a medical center.

People from all over the country come to Dallas for special treatment for cancer, tuberculosis, children's illnesses, or for other highly specialized care.

Dr. A. J. Gill, dean of the University of Texas Southwestern Medical School in Dallas, says "Dallas is an ideal geographic location for a medical center. It is a large population center and has well-trained physicians, well-equipped hospitals, and good transportation."

Well aware of these assets, Dallasites have raised almost \$10,000,000 dollars

in the last three years for three separate major hospital campaigns.

First of these campaigns was Methodist Hospital's \$2,550,000 campaign for a new building in 1956. Currently, a \$6,000,000 construction program which will double the floor space of the present building is being conducted. The addition will bring the present 330-bed capacity up to 420 beds and 80 bassinets.

An oxygen-suction unit specially designed for use in the recovery room is part of the unique equipment to be added. Methodist also will install the first American Sterilizer Ultrasonic Cleaner to be used in cleaning surgical instruments. One of the largest units of its type, the cleaner uses ultra-sound to clean the instruments.

In addition to other contributions to Dallas medicine, Methodist Hospital initiated the first clinical training course for student ministers in cooperation with

SCOTTISH RITE Hospital for Crippled Children offers care for afflicted children.

Perkins School of Theology. An opportunity to counsel with the sick is provided by this pastoral care course.

Second of the three campaigns was Baylor University Hospital's \$2,592,502 drive last year.

Largest non tax-supported hospital in Texas, Baylor has the largest department of physical medicine in the South.

In the last three years, Baylor has become noted for cancer treatment through its Charles A. Sammons Irradiation Therapy Center. Equipment in the center consists of a \$75,000 "Theratron" Cobalt 60 Beam Therapy Unit and a \$118,000 Super Voltage General Electric X-Ray Machine.

The eight-ton cobalt unit utilizes radiation from atomic energy to penetrate the skin and retard or destroy the growth of cancerous tissue. Companion piece to the cobalt unit, the six-ton X-ray machine

be converted into a convalescent home with 486 beds.

Operated by the Daughters of Charity of St. Vincent de Paul, a Catholic nursing order, the hospital conducts three accredited training schools in the paramedical field — St. Paul's School of Nursing, the St. Paul's Hospital School of Medical Technology, and the St. Paul's Hospital School of Radiological Technology.

The city's ambulance service picture has changed with the expansion of its medical facilities.

Since last September, Ambulance Service Company, has been offering independent ambulance service for the first time in Dallas. Eight funeral homes have discontinued their own ambulance fleets in favor of the specialized service.

With a capacity of 588 beds and 72 bassinets, Parkland Memorial Hospital is Dallas' second largest hospital. An active

pleted this spring, adjoining the three-year-old, \$2,850,000 Basic Science Building.

Staffing the school are more than 100 full-time teachers, plus more than 600 volunteer physicians from the community. One hundred new students enter Southwestern each year, giving the school a total enrollment varying from 385 to 400.

Designed for highly personal teaching, the school has only one large lecture hall. Classrooms feature remote control panels which enable the instructor to control lights and work a slide projector from the front of the room.

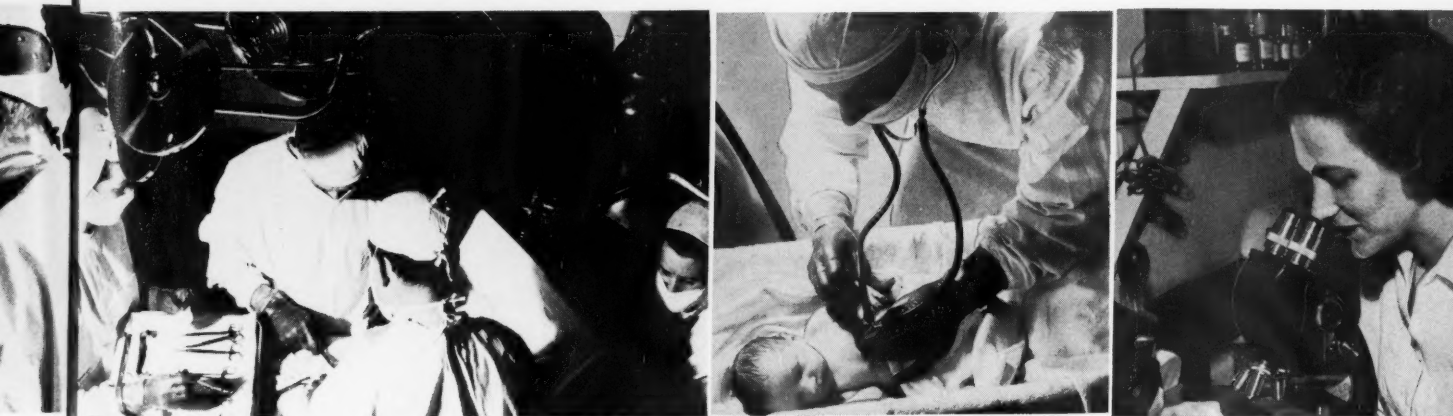
Dean Gill describes the school's library as one of the most valuable assets to the physicians in the community. One of three large medical libraries in Texas, the library contains over 46,000 books and receives over 850 periodicals from all over the world.

Southwestern Medical School houses re-

AN OPERATION at Methodist Hospital shows skill of staff.

FROM the moment of birth, the finest care is given.

DALLAS hospitals have well-trained technicians.



provides additional flexibility in the handling of cancer problems.

Baylor's ten-year-old Graduate Research Institute is housed in the hospital laboratories and the Wadley Research Institute. One of the most modern and complete in the country, the Wadley Research Institute has 30,000 square feet of floor space and contains the largest blood bank in the Southwest.

St. Paul's Hospital's \$4,395,357 fund-raising drive has been the most recent campaign in Dallas.

Money from this general solicitation will go toward St. Paul's new \$10,000,000 hospital which will have 500 beds and will be located in the Medical Center at Harry Hines and Hampton Road.

Plans of Dallas' oldest hospital also include a new home and school for nursing students. Estimated completion date for the entire project is the winter of 1961-62.

St. Paul's present hospital building will

emergency service is operated with approximately 60,000 emergencies yearly.

Located on a site adjacent to the University of Texas Southwestern Medical School, Parkland is the principal teaching hospital for the school. The new hospital building was first occupied in the fall of 1954.

Parkland Hospital, Woodlawn TB and Psychiatric units, and the Convalescent unit comprise the Dallas County Hospital District. Full-time physicians of the Medical School and practicing physicians in the community who are members of the Clinical Teaching Faculty supply the attending staff for the district.

The nearby medical school is one of the newest in the nation and ranks among the country's most modern in its physical plant.

An eight-story, glass-and-stone \$3,500,000 Clinical Science Building was com-

search departments in the basic sciences and the clinical sciences as well.

Parents from all over the Southwest may bring their children to Dallas for treatment at Scottish Rite Hospital for Crippled Children or the Children's Medical Center.

The Children's Medical Center serves as the Congenital Heart Center for Texas, Oklahoma, Louisiana, Arkansas, and New Mexico. Complete diagnostic work-up and treatment may be given to any child from this area.

Approximately three open-heart surgeries are performed each week at the center.

An extensive teaching program in the training of pediatricians is also conducted by the Children's Medical Center. In addition to the Pediatric residents and interns, the Medical Center provides pediatric training to anesthesiology, surgical,

(Continued on page 62)

Research: Hope for Tomorrow

**Significant contributions
are being made in Dallas
every day toward the
medical discoveries of
tomorrow.**

by Annette Robinson

A steady hand fills a test tube with a cloudy solution and puts the material over a burner . . . it waits a few minutes, then tests the results . . . now it scribbles in a dog-eared journal. . .

If successful, this experiment may lead to the discovery of a cure for some dread disease. But more than likely, the contents of the test tube will have to be discarded and the long hours of testing hypotheses begun again. Maybe the entire project will have to be abandoned.

Multiply this scene a thousandfold and you have an image — oversimplified, to be sure — of medical research in Dallas.

With hundreds of projects being pursued all over the city at any given moment, Dallas stands as the leading center for medical research in the Southwest. Its laboratories are currently housing projects in virtually every aspect of medical research — they range from the widely publicized studies in cancer and cardio-pulmonary diseases to the relatively unglamorous programs in bacteriology, diseases of the eye and arthritic diseases.

The powerful centrifuge of this dramatic activity is the University of Texas Southwestern Medical School, which each year receives more than \$700,000 for research projects and related teaching areas.

Research and the development of new information is one of the three primary obligations of the school listed by its dean, Dr. A. James Gill. This area is inseparably linked with the other two, teaching and service, in the training of young physicians.

One aspect of the research program at SMS encourages tomorrow's doctors to learn the technique of critical evaluation of data. "In one sense," Dean Gill points out, "every new patient is a problem in evaluation, and the methods of research are crucial."

Because of the importance of this phase of research, many SMS students volun-



DR. J. M. HILL leads research activities at the famed Wadley Research Institute.

teered to be lab assistants to their seniors, who are concerned with the role of research in developing new concepts and new information. Visitors to the school at any given time may see as many as 60 different projects being conducted simultaneously in such diverse fields as better diagnostic programs for heart disease, better surgical management, the metabolism of fats and the psychiatric treatment of alcoholics.

To attempt to pinpoint any of the current programs and experiments would be both an impossibility and an injustice to the school's researchers. However, some of the areas for which SMS research has received particular notice are the heart diagnostic center, which is considered one of the best in the nation; the general purpose virus diagnostic center, which is the only one of its kind in the Southwest and which stands ready to aid the city in any virus outbreak such as the recent Asian flu epidemic; the method developed by the department of pediatrics for the rapid

identification of bacteria and other antibodies in diseases of children; and the alcoholism studies by the department of psychiatry.

Funds for the costly studies come from a variety of sources, including the Dallas Heart Association, the Dallas County Chapter of the American Cancer Society, the Dallas Tuberculosis Association, the Southwestern Medical Foundation and many other groups and individuals. The school's newest program, an investigation of arthritic diseases which is just getting under way, is almost totally supported by funds from the local chapter of the Arthritis and Rheumatic Foundation.

In addition to such institutionally supported programs as that of the SMS, many Dallas doctors — either individually or in connection with one of Dallas' private, non-profit hospitals — are working on important projects of their own.

Supported by a grant from the Damon Runyon Fund, for example, Dr. Donald A. Sutherland, director of medical edu-



SEARCHING FOR ANSWERS to the prayers of millions are Dallas' hundreds of men of research.

cation and consultant in radioisotopes at St. Paul's Hospital, is probing into the production and growth of immature red blood cells to learn more about the immaturity and "life expectancy" of cancerous cells. This is a joint project of St. Paul's and the Veterans Administration Hospital at Lisbon.

Similar research programs in other private hospitals in Dallas involve studies in childbirth, anemia, heart disease, virus infections and many other areas.

Dallas' only independent research group — the J. K. and Susie L. Wadley Research

zen through such a process, the cells are sliced to minute dimensions and then are observed under the center's \$20,000 electron microscope; this instrument allows an amazingly sharp view of the cell which is far superior to that of other scopes.

The Wadley group also established the first dried plasma service in any hospital and originated the method for large scale production of potent anti-Rh serum, which has made routine Rh typing possible throughout the world.

Integrated with the research — the primary function of the Wadley Institute —



A MAJOR MEDICAL LIBRARY, one of three of its size in Texas, at the University of Texas Southwestern Medical School is a boon for Dallas research.

Institute and Blood Bank — is carrying on nationally recognized studies in the field of blood, blood derivatives and blood diseases, with special emphasis on the problem of leukemia. The institute is in fact dedicated to finding a cure for the fatal disease, which strikes the very young and the very old.

Under the auspices of the center its staff has discovered a new method for the drying of biological material from the frozen state — the adtevac process. Using the special refrigeration and drying equipment especially built in the Wadley basement, the technicians can preserve desiccated aortas and other arteries for several years; these can then be transplanted into another patient through the modern cardio-pulmonary operations.

Another technique developed by the institute is the quick freezing of cells through the use of liquid helium, which must be "imported" from Amarillo. Fro-

is the operation of a blood bank and an out-patient clinic.

"We hope," says Dr. J. M. Hill, director of the center, "that this integrated approach from molecule to man will someday cure leukemia."

This same sense of dedication, coupled with the best techniques of science, in each of the city's hundreds of researchers combine to make Dallas a leading center of medical research.

In many cases, four or five people may work on the same project for months to uncover the most minute fragment of new information. Many times, entire projects must be abandoned because of impracticality or lack of funds.

But in the midst of this uncertainty, one fact remains clear: for those who haven't many tomorrows, the possibilities of today's research are infinite.



DR. DONALD A. SUTHERLAND, on a grant from the Damon Runyon Fund, uses nuclear science to probe the structure of blood cells.

National Interest Preludes Dallas Civic Opera Season



MARIA CALLAS will make her only American appearance in Dallas this fall.

Ranking with a major national convention in attracting visitors here, the Dallas Civic Opera Company is preparing a spectacular week of resident opera production Oct. 31 to Nov. 8 in State Fair Music Hall.

Thousands of visitors will come to Dallas for the season. Business people throughout the country, planning annual

leave from their jobs, are postponing summer vacations until fall to attend opera in Dallas. Inquiries and ticket orders are being received from coast to coast.

A Wilmington, Delaware, businessman has cancelled a week in Bermuda to come to Dallas for opera instead. A group of eight servicemen and their wives stationed at the U. S. Army Guided Missiles Base,

in Dugway, Utah, phoned long distance for tickets, reporting they had applied for simultaneous furloughs to attend the opera season as a party. A New York railroad executive and his wife will visit Dallas for the first time, attending opera.

Weeks in advance of the opening of the ticket sale, multiple inquiries had been received from New York City, Brooklyn and Long Island, N. Y., Chicago, Ill., Cincinnati, Ohio, Newark, N. J., West Haven and Hartford, Connecticut, Indianapolis, Ind., Las Cruces, N. Mex., Kansas City, Mo., San Francisco, Los Angeles and Berkeley, Calif., Wichita, Kas., and towns throughout Texas, Louisiana, Arkansas and Oklahoma.

Not since the days of the Texas Centennial has a Dallas-produced attraction stimulated such widespread interest and national attendance, Henry S. Miller, Jr., president of the civic-sponsored, non-profit company, stated.

Trains, planes and bus companies are developing excursion rate plans to transport loads of opera lovers from distant

ITALIAN baritone Giuseppe Taddei will sing for series.



points to Dallas. Music critics from Time, Newsweek and other national magazines, and from New York, Chicago, and other metropolitan newspapers will be present to review the season.

The reason for such far flung enthusiasm lies, first, in the quality of the company, which in its first season in 1957 was called by critics "the most spectacular musical development in the U. S. Today," and second, because of General Manager Lawrence Kelly's coup in signing world renowned artists or exclusive U. S. appearances.

The reigning queen of international opera, Maria Meneghini Callas, will be making her only operatic appearance in America this fall. She will star in two performances each of Verdi's "La Traviata", Oct. 31 evening and Nov. 2 matinee, and in two performances of Cherubini's "Medea," Nov. 6 and 8 evenings. This will



TERESA BERGANZA will make her American debut.

CAST includes La Scala tenor Nicola Monti.

be the first time she has ever sung "Medea," one of her great European successes, on this side of the Atlantic.

The season's third presentation will be, by popular demand, a repeat on Tuesday evening, Nov. 4, of the company's 1957 triumph, Rossini's comic opera, "Italian Girl In Algiers." Its heroine will be Teresa Berganza, new Spanish contralto who has

been hailed as a new star in Europe this year. She will be making her American debut in Dallas.

The season's illustrious casts will include Paolo Montarsolo, brilliant Neopolitan basso from Glyndbourne Festival who delighted Dallas audiences as the comic Mustapha last season; Giuseppe Taddei, Italian baritone star of Covent Garden, Milan and Rome; Nicola Monti, tenor star of La Scala and Angel Records; Jon Vickers, new Canadian tenor from Covent Garden; Peter Binder, Mary MacKenzie, and Judith Raskin, three distinguished young American artists.

The Dallas Symphony Orchestra will play for all performances, under the baton of the opera company's artistic director, Nicola Rescigno, who in June conducted Mme. Callas' London performances for the 100th anniversary of the Covent Garden Royal House, where tickets sold for \$40 each.

Ticket prices for the Dallas performances are \$7.85 and \$6, lower floor, and \$7, \$6, \$5, \$3.50 and \$2 balcony. To encourage the love of opera in youth, special sections have been designated for students and their teachers at reduced rates of: lower floor, \$5; balcony, \$5, \$3.75, \$2.60 and \$1.50. Ticket orders are being accepted at the Dallas Civic Opera Co., 309 Browder St.



BASSO PAOLA MONTARSOLO will return to Dallas.

*Statement
of
Condition*

Republic National Bank

of Dallas

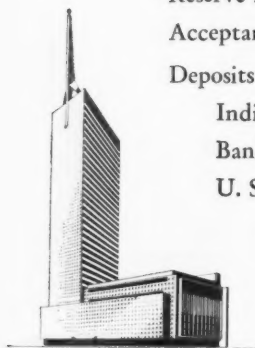
JUNE 30, 1958

Resources

Cash and Due from Banks	\$236,781,342.42
U. S. Government Securities	150,842,055.77
State, Municipal and Other Securities	9,958,875.28
Stock in Federal Reserve Bank	2,610,000.00
Loans and Discounts	454,976,199.28
Bills of Exchange and Commodity Loans	13,215,897.86
Bank Building and Equipment	24,625,082.24
Acceptances and Letters of Credit	17,378,130.10
Other Assets	1,565,084.51
TOTAL	\$911,952,667.46

Liabilities

Capital	\$ 35,771,400.00	
Surplus	51,228,600.00	
Undivided Profits	5,615,577.76	\$ 92,615,577.76
Reserve for Contingencies	12,033,539.00	
Reserve for Taxes, et cetera	5,922,366.12	
Acceptances and Letters of Credit	17,378,130.10	
Deposits:		
Individual	\$539,548,143.07	
Banks	204,004,354.80	
U. S. Government	40,450,556.61	784,003,054.48
TOTAL	\$911,952,667.46	



CAPITAL FUNDS OVER \$90,000,000
LARGEST IN THE SOUTH

REPUBLIC
National BANK of Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

DALLAS REPORT ON HOSPITAL NEEDS

What are the prospects of Dallas County meeting its hospital needs? Gerald M. Porter, Research Director of the Council of Social Agencies of Dallas, reports on the general hospital bed situation in mid-1958, and what seems likely up to 1962 and beyond.

The area is quickly bringing up its ratio of hospital beds per thousand residents, but, Mr. Porter reports, will have to remain vigilant for years to meet the ever growing demands of rapidly growing Dallas County.

by Gerald M. Porter

Dallas County had 2,718 general hospital beds in 23 hospitals at the end of June, 1958, a ratio of 3.1 beds per 1,000 population for the estimated 875,000 residents of the County at that time. General hospital beds are those for the acutely ill and do not include the beds for the chronically ill, or those for psychiatric or tuberculosis patients. In 1954, two slightly different ratios of general hospital beds to population were recommended for Dallas County as safety minimums. The State Hospital Plan developed in May, 1954, by the State Health Department recommended a minimum ratio of 4.5 general hospital beds for each 1,000 population in Dallas County. By this standard, one widely used in the U. S., we were short 1,220 general hospital beds at the end of June, 1958. After a more extensive study, later in 1954, the James A. Hamilton Associates of Minneapolis, widely known hospital consultants, concluded that Dallas County, with a population of about 10% younger on an average than the U. S. as a whole, needed at least four beds per thousand population for safety. Dallas County is now short 782 general hospital beds by this measure of safety (the present total of Methodist, St. Paul's, and Gaston Hospitals).

While opinions might differ a little as to the beds and the bed ratio necessary for a safe minimum of general hospital beds in Dallas County, no one can dispute the fact that the bed ratio to population in the County is certain to become smaller before it begins to increase. And the increase will come slowly. By 1962, after eight years of effort, at least four major fund raising campaigns in six years, and a total expenditure of about \$25 millions of dollars, the general hospital bed ratio to population in Dallas County appears

likely to be no better than the 3.7 the Hamilton Associates reported it to be in 1954.

Hopefully, there may be a net increase of 894 general hospital beds in the voluntary hospitals by mid-1962, which will bring the total to 3,612, if we can continue in use all the others now in use except the 395 at St. Paul's which will be replaced by a new 500-bed hospital. For a ratio of four beds per 1,000 population, we would then need a total of 4,012 general hospital beds for an estimated population of 1,003,000. We may then be short 400 general hospital beds to meet the conservative minimum of safety recommended by Hamilton Associates, and our ratio may be only 3.6.

Hamilton Associates concluded in 1954 that what they designated as the Dallas hospital area, Dallas and Rockwall Counties, would need 834 additional chronic illness beds by 1957. Since few additional chronic beds have been added in the interim, the Hamilton survey gives support to those who made the decision that the present St. Paul's Hospital will meet a need when converted to new uses, one of which will be care of chronically ill patients. How long-term hospital care for patients of low income, which means a large part of the chronically ill, is going to be financed remains an unanswered question, however. Hospitalization insurance is today the major source of financing of hospitalization for those who use general hospital beds, but such insurance rarely covers long-term hospitalization as yet. The Hamilton Associates concluded the voluntary hospital could afford to provide only a relatively small part of the hospital care of the chronically ill in Dallas County.

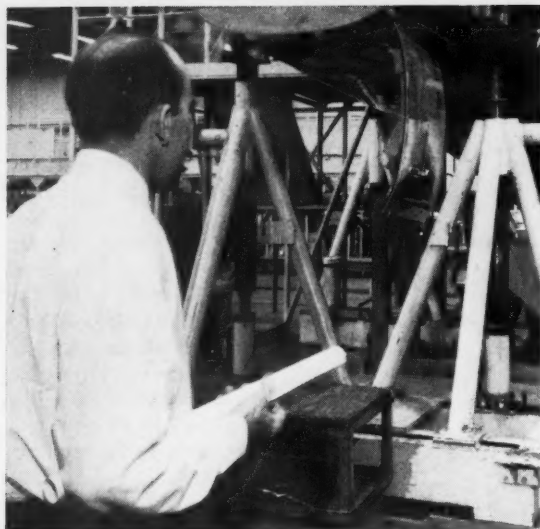
It appears likely that a continuing struggle will be necessary to meet the ever growing need for hospital beds in rapidly

growing Dallas County. Encouraging for the 1960's is the fact that the major hospital construction programs now in progress in the County and planned for the next few years will include construction features which will make it possible for a considerable number of additional beds to be added later at much less cost per bed than the initial construction. Baylor can add in its less-expensive fashion a total of 120 beds to the new Women's and Children's Hospital now under construction. Similarly, Methodist Hospital will be able to add 250 beds and 120 bassinets; St. Paul's, 200 beds; and Parkland, 324 beds. It is anticipated that the proposed Presbyterian Hospital will be able to add 150 in this manner, and other smaller hospitals to be constructed in the future, a lesser number. Millions of dollars will be saved the County in the 1960's if this method of increasing the hospital beds is followed.

Reductions through medical science in the average length of stay of patients have been going on for some years, but these reductions appear to be approaching the vanishing point. Costs of operating the hospitals which are so expensive to build are now approaching an average of \$30 per patient per day, with the probability of their continuing steadily upward. Ways must be found to reduce the percentage of our population that requires hospitalization annually if we are to have a fighting chance in the future of meeting our hospital needs and paying the costs. Also, some modifications in our traditional hospital planning and construction patterns must be made that will lead to more construction of less well-equipped hospital rooms with less nursing supervision at lower daily rates for patients who have passed the acutely ill stage but still need some nursing care and closer medical supervision than would be available in their own homes.

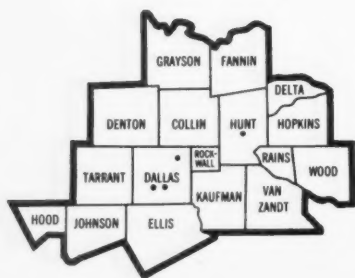
Temco

AIRCRAFT CORPORATION



.. next door neighbor in your community

Although Temco's plants are located in Garland, Grand Prairie, Greenville and Dallas . . its home is actually a broad 17-county area . . a sort of "Temco, Texas." Because from communities and towns throughout this area come the more than 8,000 men and women who work at Temco . . who *are* Temco.



Since we're neighbors, living just "down the block" from you, we share a common interest in your community life and welfare. Perhaps one of our engineers is a teacher in your school . . as good neighbors, we share in providing physics teachers in towns whose schools need science instructors. Or, perhaps your father, uncle or son may supply Temco with some needed equipment or service. Temco buys from over 761 firms in the Dallas-Fort Worth area . . spent over \$16,250,000 with them last year alone.

We not only share in your community interests . . we are keenly a part of your national and world interests as well. For Temco has an important role in today's space age . . is entrusted with vital segments of America's military preparedness program. From its 1,200-manned engineering department have come new and important developments in the electronics and missile fields. In its large scale programming, Temco produces 8 proprietary systems and major components for 16 of America's first line weapons systems.

With its widely diversified work and unusual capabilities, Temco is meeting the challenge of today's rapidly changing technology . . it is on target for a sound future. We're proud to be your neighbor . . we hope we can make you proud of us!

Garland • Greenville • Grand Prairie • Dallas



Membership Scores a Record-Breaker

In June the Membership Committee sponsored a total of 344 memberships which is an all-time record for any month in the history of the Dallas Chamber, with the exception of the months when the traditional annual "One Day" Membership Drives have been held. The record previously set was held by the 1957 Membership Committee which sponsored 248 memberships in January of last year.

Co-Chairman N. W. Ryan and W. C. Windsor, Jr., expressed their appreciation and satisfaction for the fine job at the first Membership Committee meeting in July. They pointed out that the Committee was only 75 memberships short of its quota of 1,400 memberships for the first six months of the year. Both expressed confidence that the Committee would make its all-time record-breaking goal of 2,800 memberships in 1958.

In the race for the President Erik Jonsson Trophies, the standings at the end of June were as follows: VC Jim Layne's Section No. 4 was in first place with 192 memberships; place position was held by VC John C. Wantland's Section No. 7 with 174; in show position was VC Oliver Erickson's Section No. 3 with 122. Definitely still in the race was VC Carol Neaves' Section No. 1 with 108 memberships.

There was one change in the organizational structure of the Committee. V. P. "Pat" Chandler, of the Mc-Ax Corporation, was appointed Vice-Chairman of Section No. 8. He will succeed Tom Owens, Jr., of Texas Bitulithic Company, who will remain on the Committee.

Retail

THE ALDREDGE BOOK STORE, 2800 McKinney Ave.; Mrs. Sawnie Aldredge, Jr. (R. L. Crockett)

ATLAS REFRIGERATION & AIR COND. CO., 228 Turnpike Ave.; John Cook (Fred Garland)

NORMALEE SHOPS, INC., 2411 E. 11th; Donald Smith (Joe Glickman)

RENAULT, INC., 408 Trinity Universal Bldg.; R. T. Dill (Jack Wantland)

STEPHENS SPORTS EQUIPMENT CO., 1706 Commerce; Frank Stephens (R. F. Flaherty)

J. O. WOODARD MOTOR CO., 1516 Hall at San Jacinto; J. O. Woodard, John O. Woodard, Jr. and Wm. M. Baker (W. H. Dunaway, Jr.)

BEARDEN FURNITURE CO., 4410-14 Ross Ave.; Bill Hart (John Shirley)

BLESSING & KEMP MILL & LUMBER, 8009 Loma Garden Ave.; W. S. Blessing (Fred Garland)

CARPET MART, 2421 Inwood; T. L. Bransom (Ellis Watkins)

GODWIN'S OFFICE MACHINE, 316 E. Oakenwald; Cyril Godwin (Ellis Watkins)

GROVE PRESCRIPTION SHOP, 1436 South Buckner; N. E. McKinney (C. W. Hudson)

MILLER MOBILE HOMES, 3500 W. Davis St.; W. I. Miller (Fred Cox)

RIVIERA SOFA BED CO. OF DALLAS, 2239 Cedar Springs; Marvin Becker (Max Saichek)

B. & F. SYSTEM, 2202 Seevers, P. O. Box 6161; R. T. Beanguard (Fred Garland)

F & E CHECK PROTECTORS, 3403 Main Street; J. S. Griffin (Russell Thompson)

HARVEY ALUMINUM SALES, INC., 5044 North Westmoreland; A. G. Bauer (Jack Hoppers)

THE TRANE COMPANY, 2511 N. Haskell; Banks W. Clark (Russell Thompson)

J. P. ASHCRAFT CO., INC., 5643 Dyer St.; J. P. Ashcraft (Russell Thompson)

HOFFMAN MACHINERY DISTR. CO., 142 Cole St.; Lyndon G. Walker (Russell Thompson)

MARSHALL, NEIL & PAULEY, INC., 2512 W. Mockingbird Lane; Henry A. Loughborough (Russell Thompson)

MOTORS CORPORATION, 1915 Rock Island; James O. Snider and Robert T. Snider (Lewis Zafran)

BERNARD-FAIN, 1403 Turtle Creek; Robert Reiser (Ellis Watkins)

GRAND PRAIRIE OFFICE SUPPLIES, INC., 112 North Center, Grand Prairie; Hubert Head (R. F. Flaherty)

KNOX MEYER FURNITURE CO., 403 Casa Linda Sh. Vil.; Erwin J. Meyer, Jr., (Don Anthony)

KAY'S LIQUOR, 8818 Harry Hines; A. D. Kleinman (Jack Wantland)

FLORENCE MILLER, Hotel Adolphus Main St. Arcade (James C. Henderson, Jr.)

S. & E. FOOD & LIQUOR, 1715 Good Latimer Exp.; Vincent Enna (Jack Wantland)

FRANCINE-BRIDES, 6021 Berkshire Lane; Mrs. Francis Bessant (Jack Clark)

COMMITTEEMAN OF THE MONTH



W. C. WINDSOR, JR.

When W. C. Windsor, Jr., became Co-Chairman of the Membership Committee, he already had a fair schedule of chores for the Symphony, Red Cross, Salvation Army, S. M. U. Graduate Research Center, Hockaday, Covenant Presbyterian Church, Greater Dallas Planning Council, Trinity River Improvement Association, Community Chest, Pilot Institute for the Deaf, Texas Good Roads Association, National Conference of Christians and Jews, and several others. He managed to neglect none of these while signing up more Chamber memberships than anybody else last month.

After World War II service as a Navy carrier pilot, Bill Windsor came home to

be a farmer, and soon was producing bumper grain crops on farm land here in Dallas. Back with the Navy for the Korean affair, his attack bomber was shot down in enemy territory, but he was plucked out by helicopter.

When he came home this time, Bill Windsor turned to real estate development, as President of Windsor Properties, Inc. Two results have been Brook Hollow Industrial District and Empire Central. The Dallas Real Estate Board chose Bill Windsor its Outstanding Realtor for 1956.

Bill and his wife, Peg, have three children, Walter, David, and Sharon.

COPELAND'S SHOES, 245 Pleasant Grove Sh. Center; David B. Copeland, Jr. (Ed Hord)

Printing and Publishing

C & S PRINTING CO., 6916 Snider Plaza; Dale Campbell (Tim Carroll)

PARK CITIES-NORTH DALLAS NEWS, 3415 Westminister; Russell Middleton (James C. Henderson, Jr.)

DALLAS PRINTING COMPANY, 2230 San Jacinto; W. L. Luttrell (Jack Hoppers)

JEWELL PRINTING CO., 1300 Dragon St.; Fred M. Jewell and James J. Chapman (John Horton)

Construction

CENTENNIAL CONSTRUCTION CO., INC., 11111 No. Centr. Exp.; Lawson Ridgeway (Wm. Crawford, Jr.)

FLENNIKEN CONSTRUCTION CO., INC., P. O. Box 6857; C. E. Lattimore, Sr., C. E. Lattimore, Jr., William Lewie, Jr., and Jack Turquette (Lee Halford)

HANGER GENERAL CONTRACTORS, 1619 Hall St.; Charles Hanger (Geo. Thomas, III)

THE BISHOP COMPANY, P. O. Box 8565; F. R. Bishop (Fred Garland)

JESSE FRANKLIN PAINTING CONTR., 731 So. Moore St.; Jesse C. Franklin (Max Saichek)

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PURE CARBONIC CO., 1001 Levee St.; Tom Dean (C. D. Bryan)

SOUTHERN STATES EQUIPMENT CORP., 1022 Fid. Union Life Bldg.; Roy N. McCowen (E. E. Campbell)

U M & F, INC., P. O. Box 14216; Tim Upfield (Jack Wantland)

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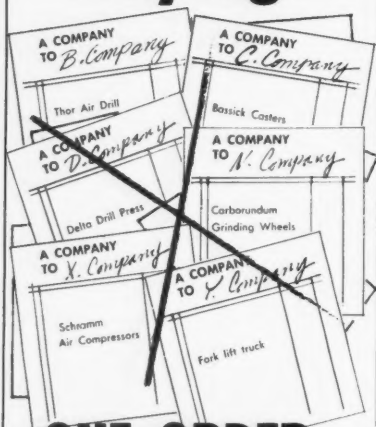
S. P. S., 4400 Lemmon; Thaine H. Walden and Rex Curtis (Ray Wilmarth & Jim Shipp)

AVON CLEANERS, 4343 Lovers Lane; James B. Barr (Fred Garland)

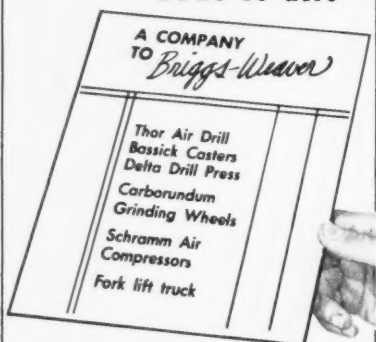
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(Continued on Page 66)

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EDUCATION

THEY DRAW THE UNSEEN

**Southwestern Medical School Trains Artists to
Depict Areas the Camera Cannot Reach**

Dallas, a city of distinction in many fields, has a profound uniqueness in the possession of a school for medical artists. The parallels of centuries of art in medicine are reflected in the simultaneous establishment of the Southwestern Medical School of the University of Texas and the Department of Medical Art and Visual Education, in 1945.

Though art in Medicine is as old as man, it was not until recent years that the technical studies of medicine and art were united in one unit. Professor Lewis B. Waters, chairman of the Department of Medical Art and Visual Education, and originator of the degree, "Masters of Medical Art", is the founder of this unique school, only one of its type in the United States.

Professor Waters describes Medical Art as "... the language of vision." Though it is not listed in the medical dictionary, medical art is the accurate visual depiction of all facets of medicine, by the utilization of multi-mediums of art at the hands of highly trained artistic-scientific talented individuals, to aid in the study and progression of medicine.

As Lewis Waters indicates, the student at the Department of Medical Art and Visual Education must be more than an artist. "Our students must have the physician's ambition, the scientist's understanding, and the artist's skill." The courses a Medical Art student must complete under the same instructions as the medical student, and under the instruction of the Medical Art Department underline this statement. These courses include the study of gross anatomy, histology, physiology, anatomical drawing, drawing techniques, surgical drawing, pathology, photographic chemistry, photographic optics, photomicrography, planning and preparation of exhibits and displays, and a Master's thesis.

A Medical artist commits to accurate memory every part of the human body. The size, shape, location and name of each anatomical structure. These are the things a doctor has committed to memory. It is not unlike the layman, when he hears the simple word "face"—immediately the familiar features of a human face appear in mental focus. This mental image



WORKING WITH THE SURGEON, the medical artist draws inside chambers of the heart as the operation progresses.

in each mind makes a meeting ground which is the basis of communication.

Why medical drawings in modern medicine, in an era of the X-Ray and camera? If a medical artist studies camera techniques why doesn't he rely on photographs and movies of medicine? As Lewis Waters states, "... for every new device for seeing there must still be creators of something to see." The medical artist does not compete with the camera, but rather explores areas which a camera cannot reach. The camera cannot photograph human thought, it cannot portray the intricate chambers of a beating human heart, it cannot explore the recesses of the lobes of living lungs, it cannot record events retained but not seen, it cannot project beyond experience and produce that which is about to occur, the camera can only picture that which is exposed to its lens. The medical artist sees with his mind. Why it is necessary to draw that which is visibly non-existent? An excerpt of the Hippocratic doctrine states "... it is necessary to begin with the most important things and those most easily recognized. It is necessary to study all that one can see, feel and hear, everything that one can recognize and use."

When a thoracic surgeon discusses with the medical artist at the scene of surgery

details of a congenital defect of a patient's heart, the technical terminology of the discussion triggers a meeting ground of mental images of the structures involved. The artist by observation, discussion, his knowledge of anatomy, his knowledge of surgical technique, is able to sketch the procedure peculiar to a particular case.

How are these drawings utilized? The drawings are used to graphically illustrate scientific papers and lectures, to instruct the medical student, and to illustrate medical books, not unlike the many volumes in Mr. Waters' library. The study of these volumes reveals the nucleus of medicine originated at the tip of the artistic tool.

In the tombs of Sakkara (ca2500 BC), the oldest monument extant, designed by the Egyptian god of medicine Imhotep, a physician and architect, bas reliefs in stone depict massage and delivery, and surgery on the hands, feet, and back.

Medicine is indebted to such early artists as Michelangelo (1475-1564) who gave tangible evidence to the structures and study of material man by the dissection, delineation and defining of anatomy.

Leonardo da Vinci believed that only by careful observation and accurate portrayal of the parts of the body would the mechanisms of its functions be discovered. Da Vinci worked in the mortuary of the Santa Spirito of Rome with physician Marc Antonio della Torre, dissecting and accumulating more than a thousand sketches with the intention of compiling an encyclopedia of anatomy.

The FABRICA, the first complete illustrated text of human anatomy, by Andreas Vesalius, reformer of anatomy, has been called the most significant book in medical history. The illustrations are credited to Stephen van Calcar.

Medical art gives substance to medical thought. Medical art is an accurate path of communication between medical minds. To build this path for the progression of medicine is the design and function of the Medical Art Department at Southwestern Medical School in Dallas.

★

Dr. Delaplane to Become Southern Methodist Dean. Dr. Walter Harold Delaplane has been appointed Dean of the College of Arts and Sciences of Southern Methodist University, effective July first.

Dr. Delaplane, who received his Doctor of Philosophy degree from Duke University, has been Dean of Arts and Sciences at Texas A & M College since 1953, and professor of Economics at that institution since 1948.

DALLAS • JULY, 1958

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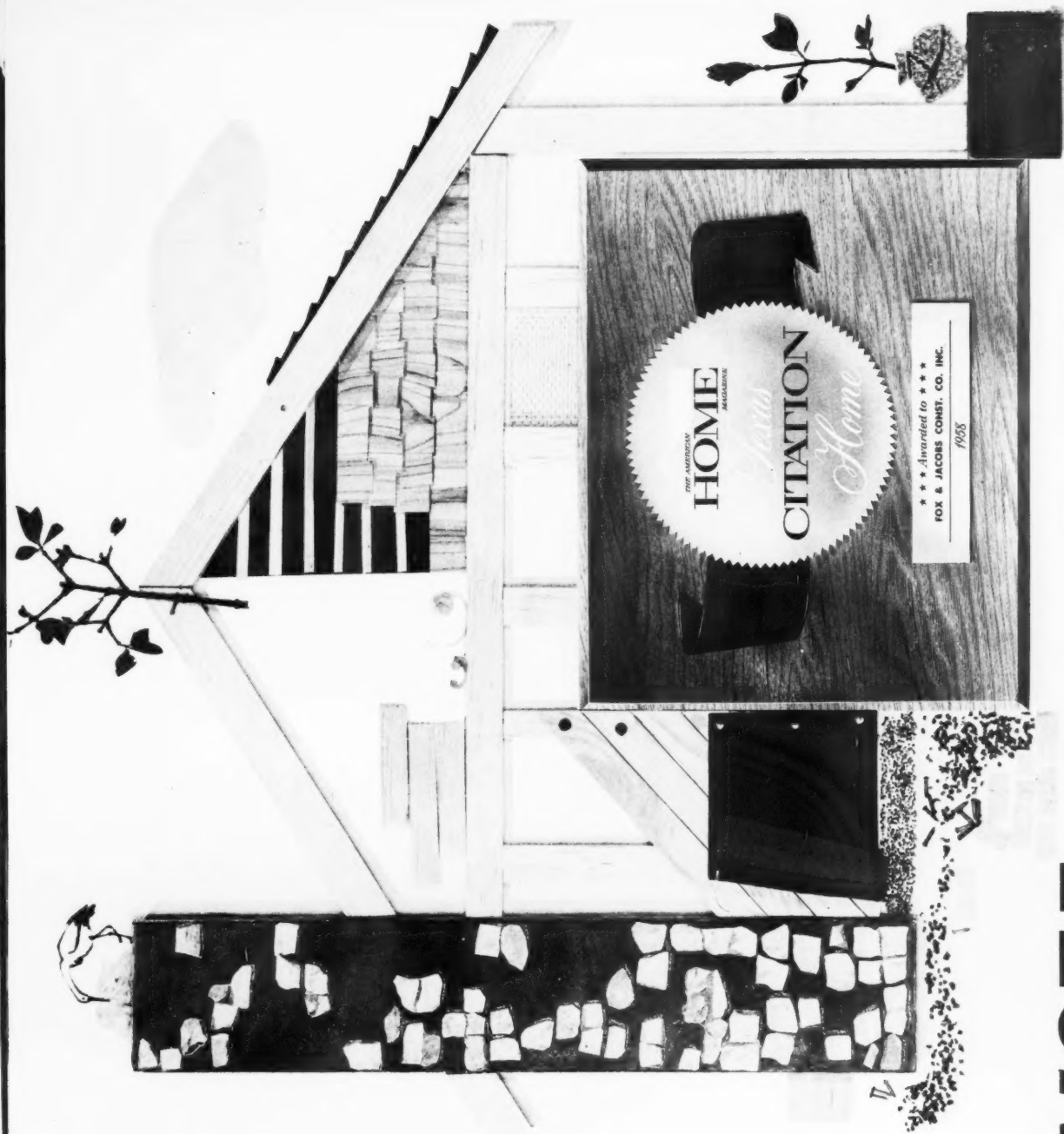
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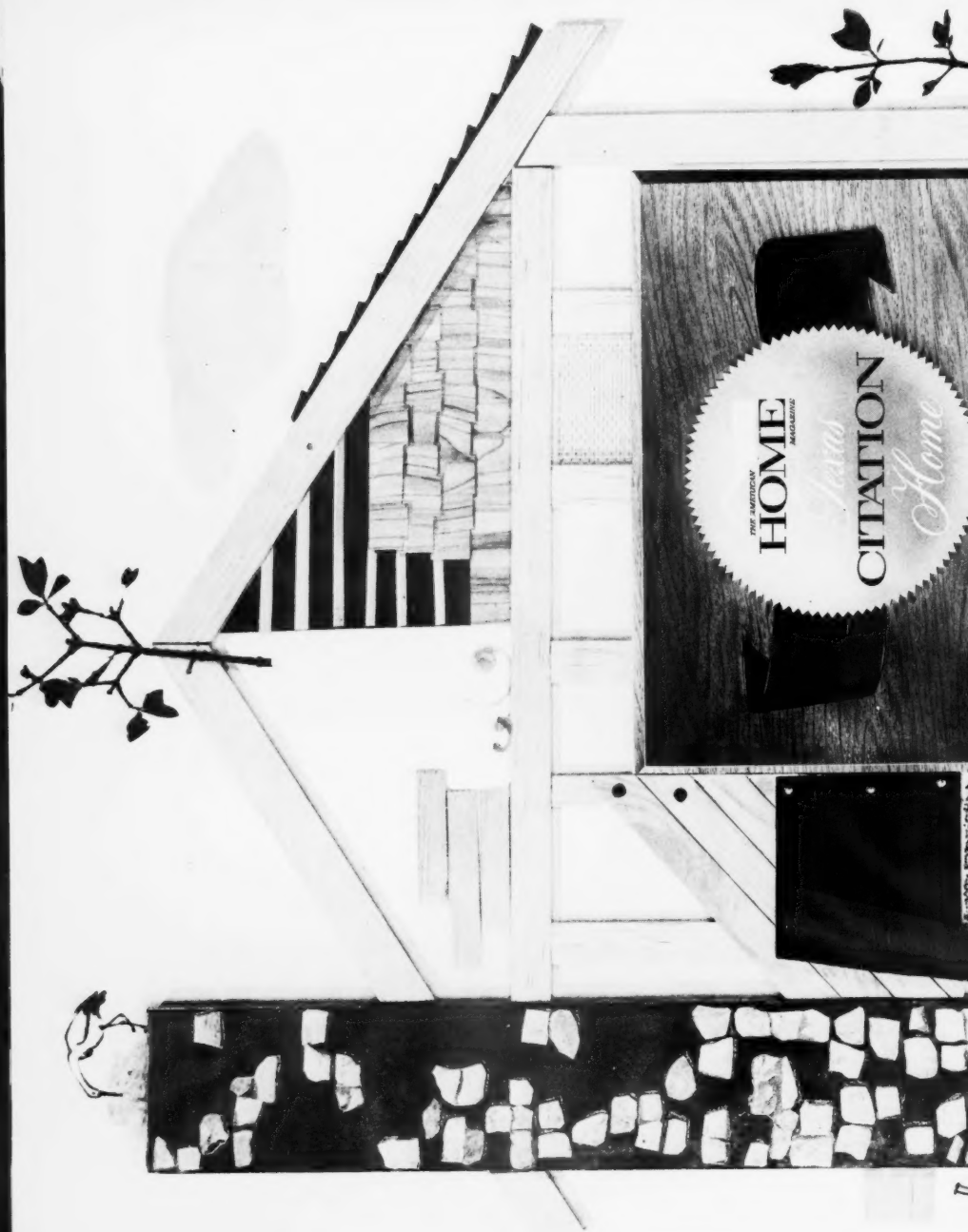
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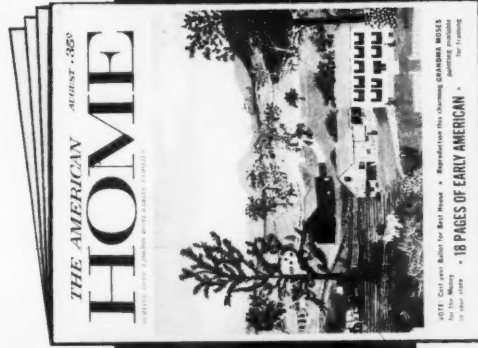


VOTE

for this **Citation Home**

as *"Best House for the Money"*

in **TEXAS**



See the AUGUST issue of
The American HOME
for details and
entry blanks.

A CURTIS PUBLICATION

Quality home-builders, Fox & Jacobs, have produced a Dallas home designed to capture the interest of, in their words, "a young executive-and-father who likes to entertain." This year-round-air-conditioned home is priced at \$26,000, including the lot, and covers 2,320 square feet of living area.

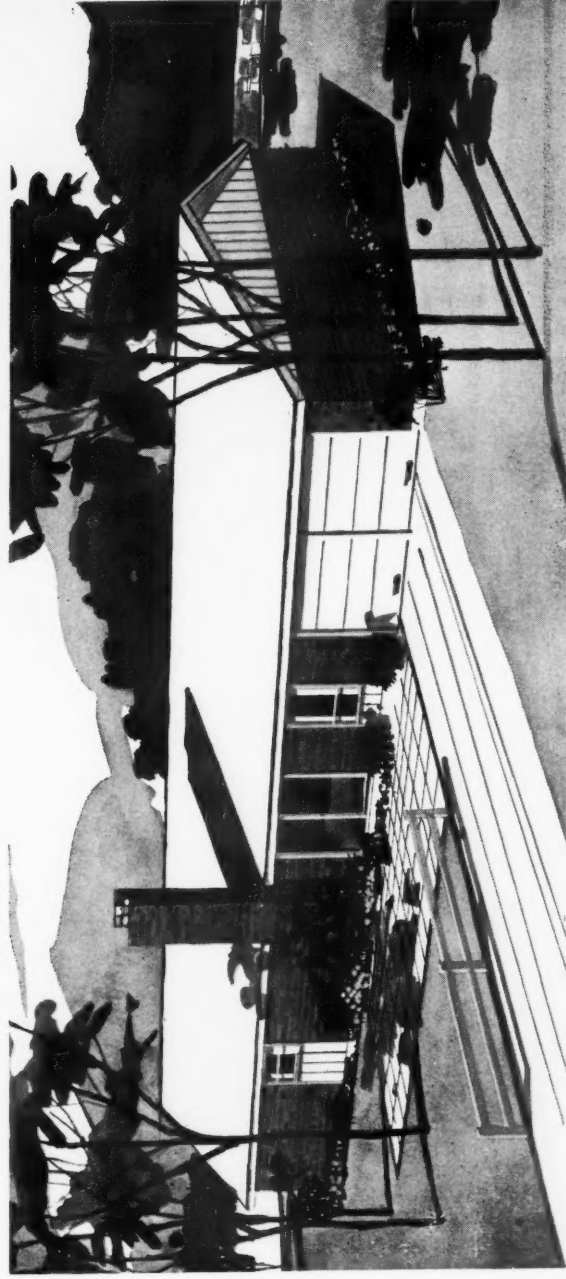
Parents may indeed entertain in a relaxed manner in this convenient house, while youngsters sleep soundly in the far-removed bedroom area or simultaneously entertain their own friends in a spacious family room. There is a handy utility room located off the kitchen and adjoining a lavatory, thereby circumventing the need for "small fry" to go through the house to the bathroom. Easily reached from garage and outside entrance, the utility room can also accommodate a complete laundry set-up. There are no windows over the working surfaces in the kitchen, which some may regard as a slight disadvantage. On the other hand, there is a window at the end of the kitchen-dining area.

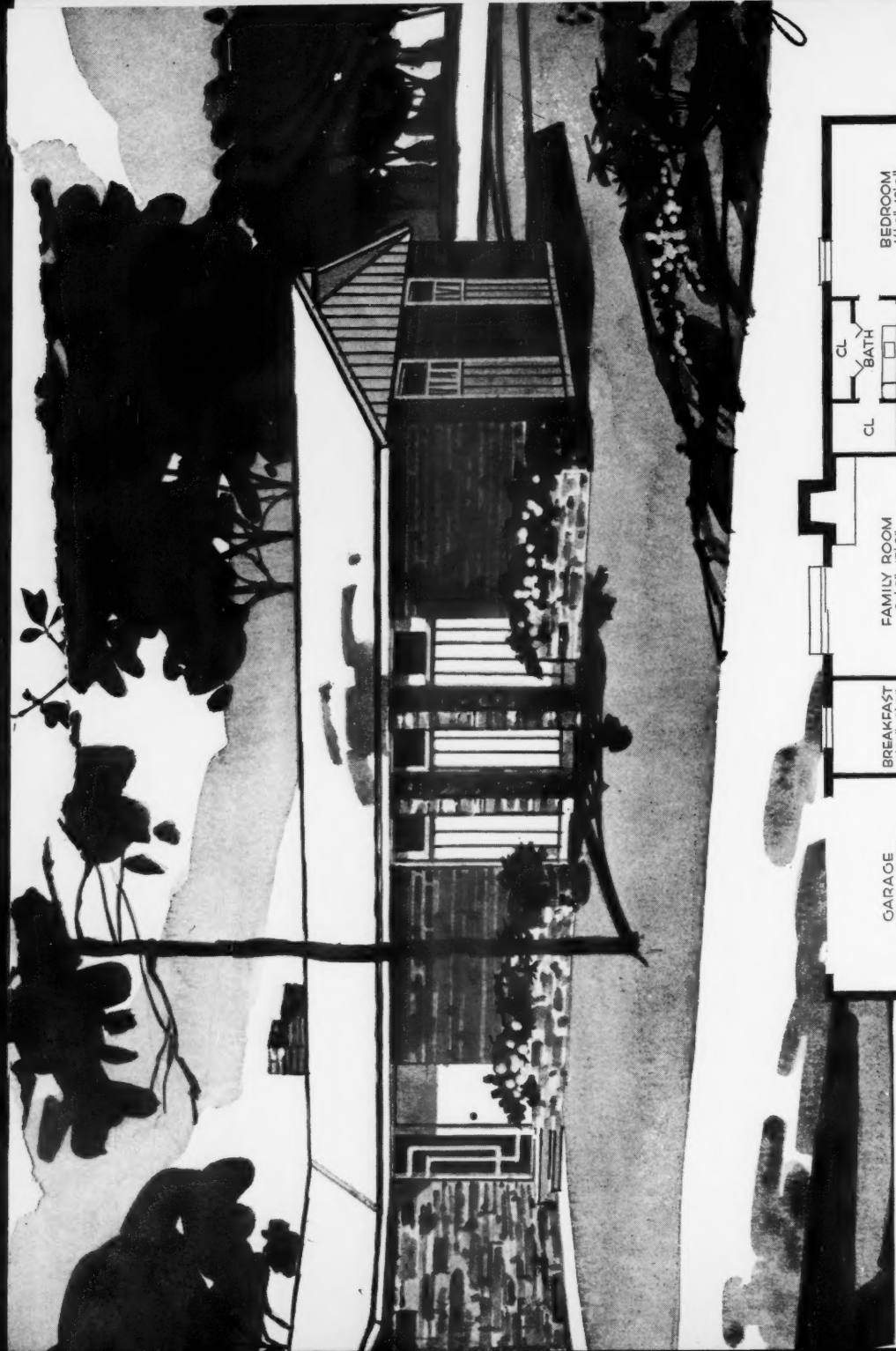
The spacious master bedroom with its own private dressing room, compartmented bath and walk-in closet is a most desirable feature. There are two bedrooms for the rest of the family, with another compartmented bath to expedite "clean-up-time" activities. The house is extremely well designed with many "hidden



private dressing room, compartmented bath and walk-in closet is a most desirable feature. There are two bedrooms for the rest of the family, with another compartmented bath to expedite "clean-up-time" activities. The house is extremely well designed with many "hidden values" in the high quality of the construction materials and superior building techniques.

Luxury living – priced to fit the purse







BUILDER: Fox & Jacobs Construction Co., Inc.

DESIGNER: Joe H. Slack

LOCATION: Flair Development, Dallas

COST: \$26,000 including lot

SQUARE FEET: Living area 2,320

Garage 425

PRODUCTS USED—

EXTERIOR SIDING: boards and battens, "Insulite"—Minnesota & Ontario Paper Co.
FRAMING LUMBER: fir roofing: wood shingles **INTERIOR WALLS AND CEILINGS:** U.S. Gypsum Co. **FLOORING:** oak black—E. L. Bruce Co. **WINDOWS:** wood—Andersen Corp. **WINDOW GLASS:** Pittsburgh Plate Glass Co. **GARAGE DOORS:** "Berry"—Steel Door Corp. **FENCES:** wood **HARDWARE:** brass—Dexter Locks, Division of Dexter Industries, Inc. **EXTERIOR AND INTERIOR PAINT:** oil base **WALL COVERINGS:** wallpaper **FLOOR COVERINGS:** vinyl tile—The Goodyear Tire & Rubber Co., Inc. **ELECTRICAL SYSTEM:** low-voltage, "Remcon"—Pyramid Instrument Corp. **BELLS AND CHIMES:** Nu Tone, Inc. **INSULATION:** rock wool—U. S. Gypsum Co. **PIPING:** copper **HEATING:** forced warm air **FURNACE:** Carrier Corp. **WATER HEATER:** Day & Nite Mfg. Co., Division of Carrier Corp. **THERMOSTAT:** Minneapolis-Honeywell **AIR CONDITIONING:** Carrier Corp. **OVEN AND FREEZER:** Hotpoint, Inc. **DISHWASHER AND FOOD WASTE DISPOSER:** Waste King Corp. **EXHAUST FAN AND HOOD:** Nu Tone, Inc. **WASHER AND DRYER:** Hotpoint, Inc. **SINK:** American-Standard **CABINETS:** wood **COUNTER TOPS:** plastic, "Textolite"—General Electric **BATHROOM FIXTURES:** American-Standard **ACCESSORIES:** Hall-Mack Co. **FLOORING AND WALL COVERING:** ceramic tile, "Suntile"—The Cambridge Tile Mfg. Co. **RUGS AND CARPETS:** wool—James Lees & Sons Co.



VIEW OF FAMILY ROOM showing dramatic expanse of sliding glass doors. The handsome fireplace invites imaginative furniture arrangements.

THIS HOUSE WAS SELECTED AS A CITATION HOME BY

MRS. JEAN AUSTIN
Editor and President
The American HOME Magazine

MR. JAMES F. SCHNEIDER
Vice President
Marine Midland Trust Co. of New York

MR. EDWIN KRAMER
A. I. A.

MR. NELS G. SEVERIN
President
N.A.H.B. (1958)

MR. JOSEPH MASON
Editorial Director
American Builder

MR. HUBBARD H. COBB
Building Editor
The American HOME Magazine

MR. WALTER S. DAYTON
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MR. CARL NORCROSS
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House & Home Magazine

This Citation Home provides maximum living space for the greatest convenience of family comfort, without sacrificing the value of good design and construction.

A CURTIS PUBLICATION

See the AUGUST issue of
The American HOME
for details and
entry blanks.



in **TEXAS**

“Best House for the Money”
as

NEW AND EXPANDING BUSINESS

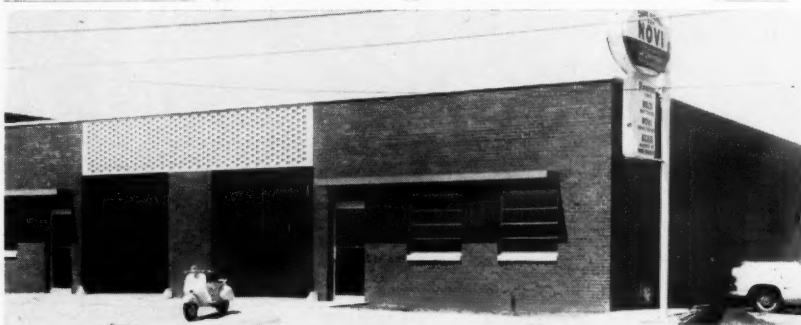


Paymaster Feed Mills Open New Plant

This new Dallas plant has just been opened by Paymaster Feed Mills on the site of the old Lawther-Sunny Southland mills, destroyed in an explosion and fire in November, 1956. Utilizing the latest electronic quality control system available, the new facility is a pushbutton operation, from ingredient unloading to sacking or bulk loading of the finished feeds.

► Micro-Lube Sales, automotive additive manufacturer, has purchased a 175 by 300 foot site in the Brook Hollow Industrial District, and plans to construct a 12,800-square-foot, one-story steel and brick home office and manufacturing facility in the near future. The offices will require some 3,000 square feet and the remainder will be used for manufacturing and warehousing of Micro-Lube. Daws Echols of Campbell and Campbell, Realtors, acted as real estate agent for the transaction, and George Harrell, Harrell and Hamilton, has been named architect.

► L. J. Sharp Hardware, Inc., has signed a lease in Preston Royal Village for the company's third store. The new facility will contain 8,000 square feet of space and will be one of the largest stores in Texas dealing exclusively in light hardware, housewares and lawn equipment. Jack Sharp, Jr., has been named general manager for all three stores. McFadden & Miller Construction Company is general contractor and the architect is Harold A. Berry, A.I.A. Lease negotiations were handled by Jay Green of Henry S. Miller Company, exclusive leasing agent.



Novi Sales Moves to Trinity Industrial District

Novi Sales and Service Company, Inc., has occupied this just-completed brick building at 1810 Irving Boulevard in the Trinity Industrial District. The new facility will be both a district and a branch office and will serve as a sales installation center for automobile air conditioners and other automotive products for all of north central Texas. Built to the firm's specifications by Williams and Wagner Construction Company, the plant has air-conditioned offices and waiting rooms and a warehouse area served by truck docks.

DALLAS • JULY, 1958

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Dallas



New and Expanding Business



Variety Store Chain to Enter Dallas Market

T G & Y Stores have begun construction on this 9,100-square-foot store in the new Preston Royal Village. The store will be 100% self-service. The architect for the store and entire center is Harold A. Berry, A.I.A. McFadden & Miller Construction Company is general contractor. Leasing negotiations were handled by George Klein and Henry S. Miller, Jr. of Henry S. Miller Company.

▶ The Ronson Corporation will open a regional office, display room and repair service station on the ground floor of the new building nearing completion at the corner of Commerce and Harwood Streets. Fred Praker, manager of the service department now located in the Mercantile Bank Building, will continue in the same capacity in the new quarters. Lease negotiations were handled by Jay

Green of Henry S. Miller Company. James Stewart Construction Company is general contractor and Jacob E. Anderson is associate architect.

★

▶ Ace Television, now operating at 3236 McKinney, was formed recently by the consolidation of Skeen T.V., Radio Joe Television, and the service business of Ace T.V.

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**METHODIST HOSPITAL *of* DALLAS
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For the Future: Expand to 850 beds at a minimum cost.

METHODIST HOSPITAL *of* DALLAS

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WH 6-8181

New and Expanding Business



Oriental Gasket Occupies New Facility

Oriental Gasket & Packing Company has moved to this masonry building at 1381 Crampton Street in the new installment of the Trinity Industrial District. The structure was built by Wiley Construction Company. Lease negotiations were handled by Jim Randolph, Bolanz & W. C. (Dub) Miller, Realtors. Oriental manufactures gaskets and mechanical packings for the industrial, aircraft and petroleum industries.

► The Askin Stores, a national chain of credit clothing stores, has expanded its Southwest operations with a new office and warehouse building at 8600 Chancellor Row in the Brook Hollow Industrial District. The 8,250-square-foot building is served by a Rock Island spur and has two truck-loading doors. Paved off-street parking is provided. Horace Vail of Henry S. Miller Company, Realtors, han-

dled lease negotiations and the Charles Freeman Construction Company was the builder.

★
► Bankers Life Company of Des Moines, Iowa, has moved its Dallas agency to new and enlarged offices in the Eldorado Building at 2929 Cedar Springs. Lease negotiations were handled by Jay Green of Henry S. Miller Company.

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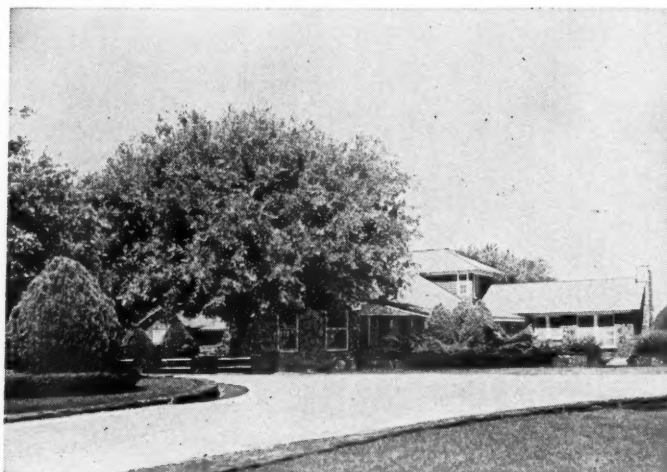
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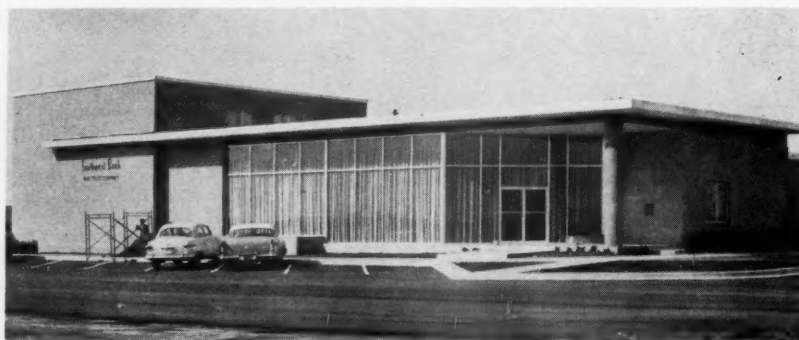
Your use of our interviewing
rooms is invited.

H. NESTOR DuVALL, Manager

National City Building
DALLAS 1, TEXAS



New and Expanding Business



Southwest Bank & Trust Moves

Southwest Bank & Trust Company at Irving has moved into this new 9,000 square foot building at the intersection of highway 356 and Grauwylar Rd. Whilmar Construction Company was general contractor.

► Cory-Brodhead Aviation Company, operators of Highland Park Airport, have announced immediate improvements, including widening and resurfacing the major north-south runway, extending the taxi strips to fronts of all hangars and installing an improved lighting system for night operation. Tentative plans also call for construction of a new snack bar at the airport. Also, a car rental service for transient pilots recently has been added.

► New additions to the Hillcrest State Bank at 6517 Hillcrest will feature large and convenient Drive-In Banking facilities with six drive-in windows and space for approximately thirty automobiles. A walk-up window will be located on the south side of the bank. General contractor is O'Rourke Construction Company and the architect is Robert E. Alexander and Associates. Completion date is set for August.

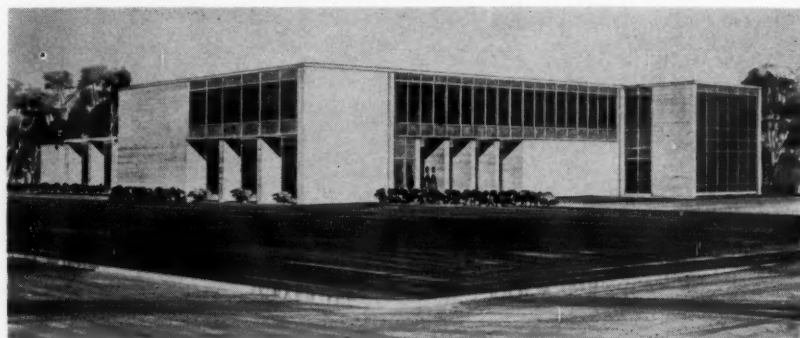
GROWING WITH BUSINESS AND INDUSTRY IN

NORTHEAST DALLAS COUNTY



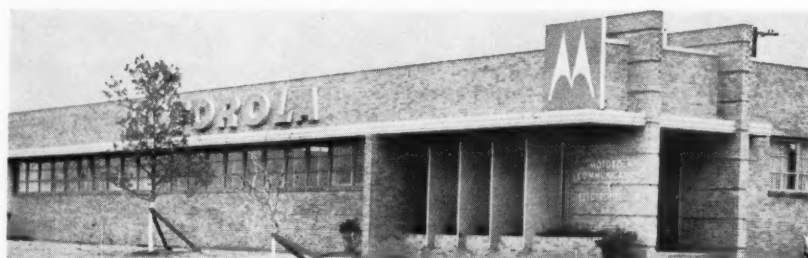
CASA LINDA STATE BANK
234 CASA LINDA PLAZA • DALLAS, TEXAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



Industrialists Club to Have Enlarged Facilities

The Industrialists Club in Brook Hollow Industrial District is being tripled in size with the construction of these enlarged facilities designed by the architectural firm of Broad & Nelson. Located on a four-acre landscaped tract at 7300 Ambassador Row, the completed building will include some 20,000 square feet of floor space on two levels.



Motorola Communications Occupies Expanded Brook Hollow Quarters

Motorola Communications & Electronics, Inc., recently has moved into this 12,000-square-foot headquarters at 7138 Envoy Court in the Brook Hollow Industrial District. The one-story masonry building houses administrative offices for the company's ten-state southern sales area, as well as the Dallas parts depot, service department and used equipment showrooms. Also headquartered in the new facility is the firm's Southern District Microwave & Industrial Control Products operation.

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Battery Operated Hydraulic Lift

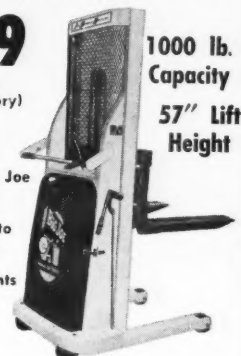
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RIVERSIDE 2-5352 DALLAS

New and Expanding Business



Transcon Lines Occupies New Dallas Terminal

Transcon Lines' M & D Division has begun operations in this new Dallas terminal at 4700 Irving Boulevard. The plant provides the transcontinental motor carrier with 14,126 square feet of dock area, and is designed to permit simultaneous handling of 32 vehicles. Included in the new facility is the latest type of underfoot conveyor unit around the dock perimeter. Carter Minor, of Minor & Richardson, designed the terminal with The Schwarz Company as general contractors.

► Red Wing Shoe Company, expanding its Southwest headquarters, has started construction on a new warehouse and office building at 9201 Sovereign Row in the Brook Hollow Industrial District. The 10,000-square-foot facility will provide three truck doors, along with a paved off-street truck-loading apron with a paved

off-street parking area. McFadden & Miller Construction Company is the general contractor for Trammell Crow, investment builder, who will lease the structure to Red Wing. Harold A. Berry is the architect. Jim Forbes is Dallas warehouse manager for Red Wing. Completion of the building is expected about September first.



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New and Expanding Business

► The England Brothers Truck Lines have leased a new truck-terminal building at 4630 Irving Boulevard. The firm has been in Dallas for the past four years. Hank Dickerson of Majors & Majors handled land and lease negotiations, and David Bruton, Jr. is the owner and developer of the terminal building. J. H. Williams Construction Company is the builder.

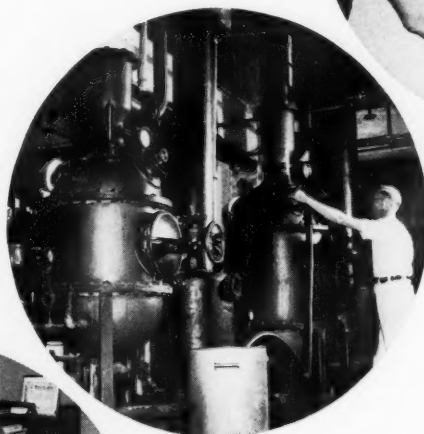
► Preston State Bank will increase its service space by about four times when the bank moves to a new building August 4 at 81111 Preston Road. Six drive-through windows and parking space for hundreds of cars will be available. Glass-top counters at tellers windows will allow privacy between teller and customer. Currently the sixth largest bank in Dallas, Preston State Bank was founded in 1939.

► A general agency for The Northwestern Mutual Life Insurance Company was opened recently by Austin D. Rinne in the Kirby Building. This is the hundred-year-old company's first general agency representation in Dallas in fifty-one years. Staff for the agency now includes Lon R. Argabright, assistant to Mr. Rinne; Dale B. Jobson; James A. Wilson; J. Gains Temple; and Thomas R. Jennings.

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turn to Texas Bank . . . it's easy it's



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BANKING FACILITIES

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DRIVE DOWN TO THE SAFE DEPOSIT VAULT COMMERCE STREET ENTRANCE	TELLERS PERFORM ALL SERVICES HANDLED BY TELLERS IN MAIN LOBBY AVERAGE TRANSACTION TAKES ONLY 40 SECONDS	TRUST DEPARTMENT EXECUTIVE OFFICES COMMUNITY ROOM DOWNTOWN CLUB PUBLIC PARKING COMMERCE STREET ENTRANCE

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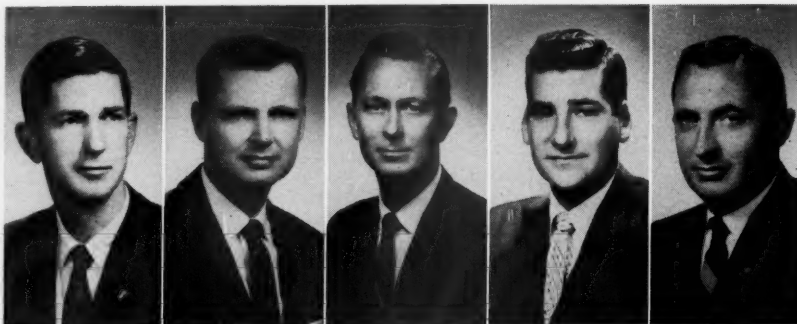
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Appointments and Promotions



WOOD

HUGHES

EAVES

WEISS

JACOBS

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LAWRENCE N. JACOBS, former president of Highlands State Bank in Highlands, Texas; CLELAND N. HUGHES, JR., former vice-president of Garland State Bank in Garland; LELAND E. EAVES, former national bank examiner in charge of the Waco district, and WILLIAM M. WEISS, former vice-president of the Industrial National Bank in Dallas, have been elected new vice-presidents of Preston State Bank. ED A. WOOD, JR., former assistant vice-president, has been promoted to vice-president.

HOWARD DUNHAM, JR., a real estate appraiser with the Dallas firm of H. W. Dunham and Associates, has been awarded the M.A.I. designation by the Governing Council of the American Institute of Real Estate Appraisers. This admits Mr. Dunham to membership.

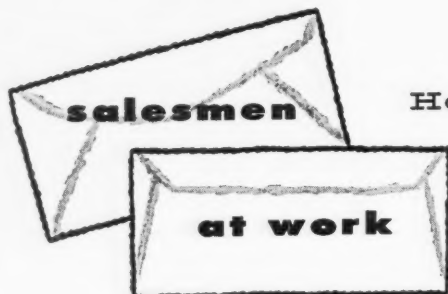
★

O. H. RAMPY has been named manager of the newly-created "Automation Institute" — a division of the Rutherford Metropolitan Schools offering basic and advanced IBM training. Mr. Rampy, a graduate of Texas Tech, has a varied background of knowledge and experience in IBM instruction and supervision as well as considerable experience in systems and methods.

JOE K. HUGHES has been promoted to account executive of Grant Advertising, Inc. Mr. Hughes joined Grant two years ago and was assigned to the Dr. Pepper advertising account. Previously he was Dallas office manager of a national public relations firm and prior to that was with a Dallas newspaper for five years. He is a graduate of Southern Methodist University.

★

C. C. FREEMAN, Dallas builder, has opened new offices at 1909 Abrams Road, in Lakewood. Mr. Freeman has been active in the construction field during the past 25 years. The new Lakewood offices will be used primarily as headquarters for his building interests.



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Appointments and Promotions—



HILL

GIFFORD

J. RUTLEDGE HILL has moved up from the presidency of Gifford-Hill & Company, Inc., to chairman of the board. **P. W. GIFFORD**, formerly executive vice-president, has been advanced to president. The promotions apply also to the companies affiliated with Gifford-Hill—Southwest Construction Materials Company, Coastal Plains Supply Company, Dallas Concrete Company, Grand Prairie Construction Company, Trux Mix Concrete Company and Evangeline Railway Company.



SPOONTS

MALONE

W. C. MALONE has been appointed to succeed **E. CLARK INGLISH** as general manager of the Dallas branch of the John Deere Plow Company. Mr. Malone has been with the Deere organization since 1933 and was credit manager for the Kansas City branch for the last five years. **L. A. SPOONTS** has been announced as general sales manager of the company. Formerly the assistant to the manager of the Dallas branch, Mr. Spoonts has been with the organization since 1924.

DALLAS • JULY, 1958

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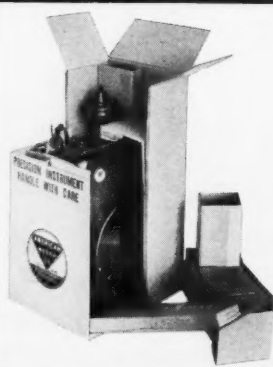
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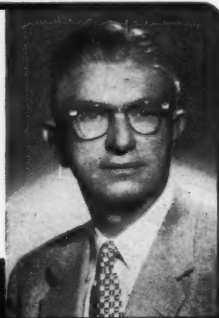
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D. MARTIN THOMAS

Appointments and Promotions—



LEO McDANIELS has been promoted to vice-president and secretary of Texas Delivery Service, Inc. A native of Ferris who moved to Dallas in 1926, Mr. McDaniels attended Southern Methodist University and served on both Dallas daily newspapers before joining Texas Delivery five years ago. His new assignment will include supervision of sales and advertising for the Dallas firm.



PALLEY

GALER

NEVIN PALLEY has been promoted to senior vice-president and **ROBERT E. GALER** has been advanced to vice-president, engineering, of Temco Aircraft Corporation. Mr. Palley is a graduate of Carnegie Tech and had varied aircraft and missile design responsibilities with Lockheed Aircraft, North American Aviation, Curtiss Airplane Company and Chance Vought before joining Temco as vice-president, engineering, in June, 1954. Mr. Galer is a graduate of the University of Washington and has a master's degree in engineering administration from George Washington University. Among his assignments prior to joining Temco in August, 1957 was that of director of the Guided Missiles Division of the Navy Bureau of Aeronautics.

Appointments and Promotions—



EARLE A. HERSCHMAN has been named vice-president in charge of sales for the Western Division of Southern-Plaza Express, Inc. Mr. Herschman, who has had over fifteen years of experience in various phases of transportation work, has served as district sales manager in Dallas for Watson Brothers Transportation Company. He is a member of the National Defense Transportation Association and the Transportation Club of Dallas.

★

LAWRENCE J. CERINO has been appointed manager of data processing services for the Dallas District office of the Datics Corporation, Texas Bank Building.



DEAN R. RYNDERS has been appointed Dallas branch manager of the industrial division of the Sabine Supply Company, located at 9001 Sovereign Row in the Brook Hollow Industrial District. The home office of the firm is in Orange, Texas. Mr. Rynders, a graduate of Michigan State University, joined Sabine Supply in January, 1958. He formerly was associated with the Union Carbide Corporation in Dallas.

DALLAS • JULY, 1958



... asphalt or concrete

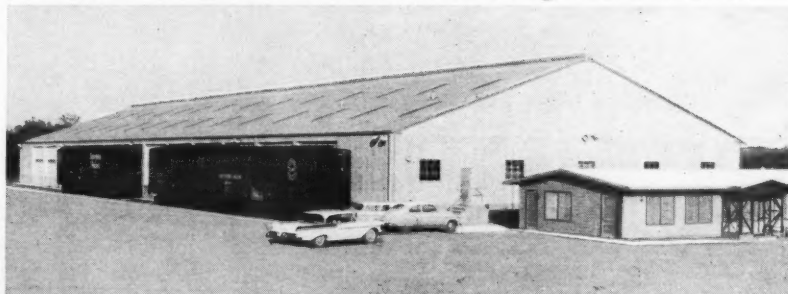
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50 years of experience in better paving guarantee you that paving by Texas Bitulithic Company is paving you can depend on to last longest. Let one of our salesmen-engineers show you how the skill and experience of the oldest paving contractors in Texas can save you money.

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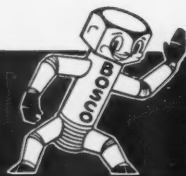
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Appointments and Promotions—



LOUIS T. KIMPLE has been elected executive vice-president of Dixie Wax Paper Company. Prior to this promotion, Mr. Kimple held the position of senior vice-president in charge of marketing. He is also president of Dixie of California, and co-publisher of "Madison Avenue," a national magazine directed to advertising agencies and advertising personnel.

★

W. T. CAPPS has been named controller of the Lone Star Life Insurance Company.



W. G. MCGEE has been named executive vice-president of L&M Tile Products, Inc. For the past year, Mr. McGee has represented L&M as west coast division manager from the company's plant and offices in Los Angeles. With some ten years in the ceramic tile industry, his background includes associations with Pomona Tile and Gladding McBean. From Dallas, the firm's main plant and central office will coordinate administration, production, marketing and advertising for L&M's four field locations.

Appointments and Promotions—

LLOYD SILBERBERGER has been elected a trust officer of the Republic National Bank. Mr. Silberberger, who is a Chartered Life Underwriter, came to Dallas in 1928 after graduating from Oklahoma University. He entered the life insurance business as a representative of Connecticut Mutual Life Insurance Company and has served that firm in various capacities in Texas and in Seattle, Washington.

★

PIERSON M. RALPH has been named personnel director of Geophysical Service, Inc. Mr. Ralph joined Geophysical Service in 1948 as a computer on a seismograph field party in Canada. He was made a supervisor in the Rocky Mountain area in 1954, and for the past eighteen months has been with the firm's cost engineering section in Dallas.

★

JAMES B. BROWN has joined Windsor Properties, Inc. as a junior executive. Mr. Brown holds a Bachelor of Science degree in electrical engineering from Texas A&M College and is a member of the American Institute of Electrical Engineers.

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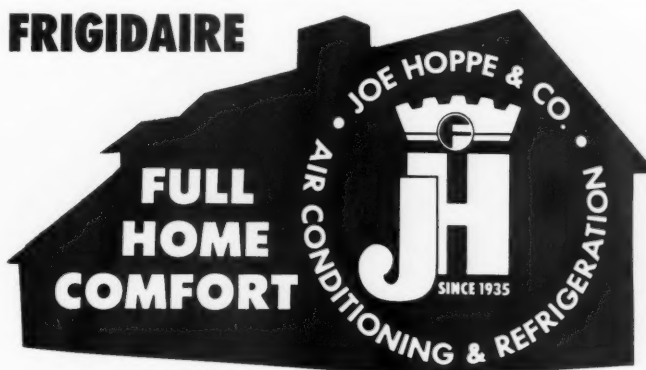
1302 Main Street

Phone RI 1-5551

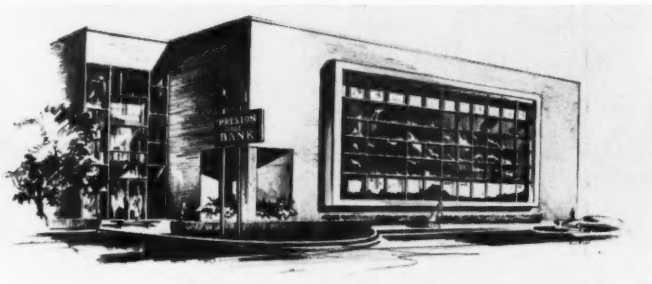
AUBREY M. COSTA, President

33 YEARS EXPERIENCE FINANCING REAL ESTATE

FRIGIDAIRE



Now... A MOVE TO SERVE YOU BETTER!



NEW LOCATION: 8111 PRESTON ROAD

Out Preston Road a new building opens July 28th at a new location for Preston State Bank. New and expanded modern facilities include 6 Drive-Through windows, spacious Free Parking, Preston "Piazza" corridor for waiting and meeting friends, personalized private teller's windows, and many other new banking innovations.

COME SEE US!



BANK NORTH





How Things Have Changed Since 1908

In 1908, when Southland Life Insurance Company was founded, the Wright brothers were still making experimental flights, trying to solve the problems of keeping their flimsy craft in the air. Today, modern planes cross the country in a few hours, and carry passengers and cargo to every part of the globe. Southland Life, too, has made great strides, growing in size and strength to become the fifteenth largest publicly-owned (stock) life insurance company in the United States... providing insurance protection for more than half a million American families. Call the Southland Life agent in your community today and let him help you make your future more secure!



Over . . .
\$210,000,000 IN ASSETS
\$1,180,000,000
INSURANCE IN FORCE
64 Branch Offices



Home Office • Dallas

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP

REAL ESTATE LOANS

MURRAY
INVESTMENT COMPANY

"Real Estate Financing Since 1908"

1315 PACIFIC AVENUE



MEMBER SOCIETY OF INDUSTRIAL REALTORS

HOWELL H. WATSON
Realtor

Fidelity Union Life Building • DALLAS • Phone RI 1-1793

Appointments and Promotions—



ROBERT E. COLE has been elected vice-president of Pollock Paper Corporation and general manager of its corrugated box and paper distributing divisions. Mr. Cole is a graduate of the Wharton School of Finance and Commerce of the University of Pennsylvania. He has been with Pollock for more than 22 years, joining the firm in its paper distributing division in 1936. Later, he became general manager of the paper distributing and corrugated box divisions, including branch operations throughout the state.

★
ROBERT L. McINTIRE has been elected president of The Datics Corporation. Mr. McIntire, a registered professional engineer, will remain director of the company's computing and consulting services, specializing in the solution of scientific and engineering problems.



PARKER C. FOLSE, JR., has been named new director of design by Fox and Jacobs Construction Company. A graduate of Southwestern University at Georgetown, Mr. Folse has also studied at the Chicago Art Institute and with Kenzo Itani in Japan.

DALLAS • JULY, 1958

Appointments and Promotions—



LARGENT PARKS, JR., has been named president of Weber, Inc., a Dallas advertising firm operating outdoor, painted bulletins. Mr. Parks serves as a director of five Texas corporations and is a director of the Dallas Crime Commission. He is a member of the Dallas Advertising League, the Dallas Advertising Club, and American Statistical Society.



MAY

SAGE

CLIFFORD SAGE, former associate manager and account executive of The McCarty Company of Texas, has been promoted to vice-president in charge of creative planning. **DON MAY**, formerly an account executive, has been advanced to vice-president in charge of client relations. The company also has added **JOE YOUNG** and **BASSEL WOLFE** to the local staff.

Electric OLIVETTI Typewriters and
OFFICE MACHINES
"In Dallas Since 1902"
S. L. EWING CO., INC.
2805 Gaston — Call TA 1-2358

Known by the companies that keep it



THE A. B. DICK OFFSET DUPLICATOR, MODEL 350. Who uses it? That is always a key question about any product. The trademarks above give the answer about the A. B. Dick offset duplicator, Model 350.

To find out why such top firms have made the Model 350 their choice, call today for a demonstration and see the Model 350 in action.

Stewart's — distributors of complete line
of A. B. Dick duplicator supplies and
equipment.

Stewart's

STATIONERS • OFFICE OUTFITTERS

Store and Furniture Display — 1523 Commerce

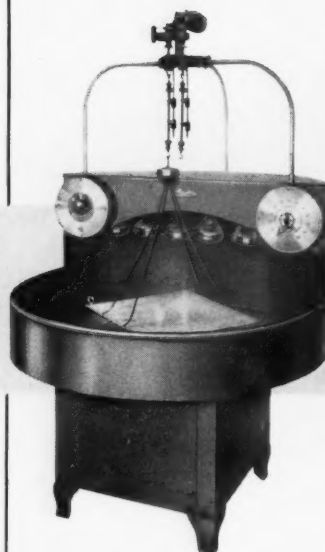
Phone RI 7-8581

Office and Duplicator Division — 400 South Austin

THIS WHIRLER IS ONE
OF THE 65 PIECES OF
SPECIALIZED, MODERN
EQUIPMENT THAT MAKES

BLANKS

THE LARGEST, MOST
COMPLETE ENGRAVING
PLANT IN THE SOUTHWEST



"First in Equipment, People, Knowledge and Service"

BLANKS

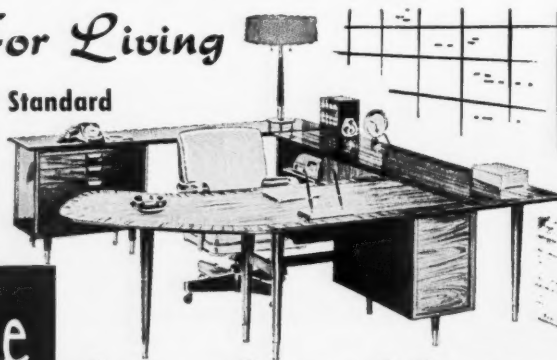
Engraving Company

1315 YOUNG STREET • DALLAS • RIVERSIDE 1-3905

Offices For Living

With Furniture by Standard

Gain office distinction
and efficiency.
May we help you
plan your office?



Wilhide
EQUIPMENT CO., INC.

Equipment Engineers & Contractors
2107 Main St. Dallas, Texas Phone RI 8-3314

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CONSULTING ENGINEERS

Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing
Design and Supervision

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LA 6-8351 LA 8-9562

KENNETH MURCHISON & CO.

Insurance • Bonds

1315 PACIFIC AVENUE • DALLAS, TEXAS • RI 1-6611

Appointments and Promotions—



RAY F. DOWLING, of Dallas, has been elected a director of Huey & Philp Company. For some 14 years, Mr. Dowling was a vice-president of the company and manager of the Houston branch of its hotel supply division.

★

WILLIAM J. UTMIC has been transferred to the Dallas Statler Hilton as sales manager. Mr. Utnik joined the Detroit Statler as assistant manager of sales shortly after his graduation from Michigan State University. Prior to his coming to Dallas he held the position of western sales representative of Hilton Hotels Corporation in San Francisco. In other changes, **CLIFFORD H. LARSON** of The Palmer House Sales Staff in Chicago has been promoted to assistant sales manager of the Dallas Statler Hilton.



J. P. GASSER has been appointed executive vice-president of Dresser Industries, Inc., Dallas. Mr. Gasser has long been associated with the Seaboard Oil Company, of which he was executive vice-president and a member of the executive committee from 1953 to this year.

Appointments and Promotions



JORDAN

STANTON

AUSTIN N. STANTON, former president of Varo Manufacturing Company, Inc., of Garland, has been elevated to chairman of the board. **ROBERT L. JORDAN**, formerly executive vice-president, has been advanced to president, and **GEORGE F. LEWIS**, assistant secretary, has been promoted to vice-president. Mr. Stanton holds bachelor of engineering and master of science degrees from the University of Iowa. Mr. Jordan received his engineering education at Southern Methodist University and the University of Utah. Starting as an engineer, he has progressed through virtually every position

in Varo's management structure. Mr. Lewis is a graduate of Benjamin Franklin University and was vice-president and general manager of Schuttig & Company, Inc., before that organization was purchased by Varo in March, 1955.

★

DANA C. ROGERS has been named vice-president and general manager of Southwest Film Laboratory Inc. Mr. Rogers, who has been associated with 20th Century Fox, Pathe Industries, Louis deRochemont & John Ford, recently acted as Consultant/Advisor on film production and processing planning for foreign governments, the U. S. government, and private industry.

★

JOE M. HIGGINBOTHAM III, Dallas, and **HARRY L. SEAY, JR.**, Tulsa, have been elected to the board of directors of Trinity Universal Insurance Company. Mr. Higginbotham, a graduate of Baylor University, is president and general manager of the Higginbotham Jewelry Company. Mr. Seay, a Princeton graduate, is president and treasurer of Atlas Life Insurance Company, Tulsa.



YOUR SALESMAN'S DAY

A salesman is human, although there is some doubt of that in some quarters. ☹ He may have sickness or other trouble at home to keep him under strain, emotionally. When he walks into an office, worried, and meets a welcome, perhaps just a tepid one, he begins to get back his perspective and, by the end of the day he has his shoulders back and his chin up. But if there is no welcome . . . no nothing . . . he may become convinced this just isn't HIS day . . . and it won't be. ☹ Your sales support can make the difference in your salesman's day . . . any day . . . every day. And a man who believes in himself because he knows you believe in him and back him up, can move mountains — or stubborn prospects. ☹ We can help you produce direct mail sales support. How about it?

THE DORSEY COMPANY

PRINTERS • STATIONERS • LITHOGRAPHERS • OFFICE FURNITURE

DALLAS, TEXAS

Folding WHEEL CHAIRS

For Rent or Sale



ALSO
EVEREST AND JENNINGS
WALKERS
CRUTCHES
PATIENT LIFTS
COMMODOES

Write today for free 1958 catalogue

ELTON HINNANT PHYSICAL AIDS SERVICE

3630 Maple
LA 1-5111

511 W. Davis
WH 1-5111



Dallas world trade NEWS

Air Age Brings a "Port" to Dallas

The usual supposition is that a port must be located on navigable water. In more recent times, the airplane has changed the picture. The boat docked at the pier, while the airplanes can land at interior points to unload passengers and cargo.

Travelers and cargo now depart and arrive to and from foreign areas. Planes depart from Dallas for many Latin American points, thus travelers and cargo starting on an airplane in Dallas need not be rehandled or transshipped to reach a destination several thousand miles distant.

As a matter of fact, Dallas ranks fifth in the entire country as an origin point for travelers heading for points outside our borders.

Dallas is one of three Texas mail centers for handling mail (merchandise) arriving from all parts of the world.

The Customs Office for the Port of Dallas is one of the several in the State of Texas. It is one of the ports in the Galveston Customs District. The other ports in this district are Houston, Corpus Christi and Freeport. Other Texas Customs Districts include El Paso, Laredo and Sabine.

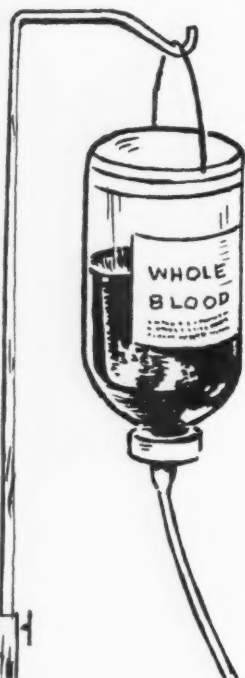
The Dallas Customs Office is located in the "Customs House" known generally to the public as the Terminal Annex Building. It is located just north of the Union Station. Deputy Collector of Customs, Nelson M. Williams, is in charge of the Dallas Port Customs Office. With the several members of his staff, he clears the merchandise coming into this area from abroad in conjunction with the appraiser of merchandise. They determine duties and clearance procedures on these shipments from other lands. If the goods have

arrived at a seaport of entry, arrangements for transporting the goods to an interior port in bond may be made by the consignee, by the carrier, by a customhouse broker, or by any person having a sufficient interest in the goods for that purpose.

Examination of the goods is necessary to determine:

1. The value of the goods for customs purposes and their dutiable status.
2. Whether the goods are of a kind which must be marked with the country of origin, or with special markings, and, if so, whether they are marked in the manner required by the applicable law.
3. Whether the shipment may contain prohibited articles.
4. Whether the goods have been truly and correctly invoiced.
5. Whether goods in excess of the invoiced quantities are present or a shortage of goods exists.

All goods imported into the United States are subject to duty unless specifically exempted therefrom. Custom duties are classified as ad valorem, specific or compound. An ad valorem rate of duty is a percentage which is applied to the dutiable value of the imported goods. A



WHEN A LIFE IS AT STAKE...

When a loved one's life is in danger,
you and your physician turn to your hospital
for the care, for the equipment
and for the personnel capable of turning
despair into hope.

To us the care of the sick is not a duty,
it is a privilege . . . a sacred trust from God
and our Community.

St. Paul's Hospital
DALLAS, TEXAS

World Trade News

specific duty is a specified amount per unit of weight, gauge or other measure of quantity, as 10 cents per pound. A compound duty is one combining specific and ad valorem duties upon a single item of goods, as 10 cents per pound and 35 percent ad valorem.

There is no provision under which duties or taxes imposed upon or by reason of importation may be prepaid in a foreign country before exportation to the United States. This is true even in the case of gifts sent through the mails.

These custom officials clear at Love Field airplanes, passengers and cargo where the plane will not make another stop before leaving the United States for entry into a foreign country. Where airplanes return to Love Field from a foreign country not having previously stopped at another American airport before landing at Love Field, these officials are required to clear the airplane, passengers and cargo.

For the fiscal year of 1958 (July 1, 1957-June 30, 1958) the number of transactions involved at the Dallas Custom House amounted to 75,253, and import duties collected amounted to \$2,188,358.84. This is an increase from 69,032 and \$2,115,726.34 respectively for the fiscal year 1957.

WORLD TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce.)

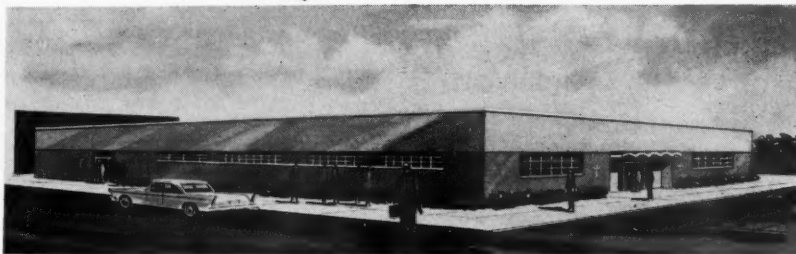
EXPORT OPPORTUNITIES

MEXICO — Hernan Cepeda Cepeda, Boulevard Torreon Y Priv. Rayon, Torreon, Coah. Mexico. Individual wishes to purchase machine for making of plastic handbags, and to purchase raw material for same.

JAPAN — ROYAL TRADING COMPANY, LTD., 76, 2-Chome, Hanazaki-Cho, Naka-Ku, Yokohama, Japan. Experienced Japanese firm already acting as Agent for foreign interests now seeking representation of exporter of cotton in large quantities for which 1% commission wanted.

CURACAO — POSNER'S AGENCIES CURACAO C.V., Pietermaaiweg 29, P. O. Box 580, Willemstad, Curacao, Dutch West Indies. Firm interested in foodstuffs seeking additional U. S. representatives of this type merchandise.

ANNOUNCING THE Lochwood Village MEDICAL CENTER



IMMEDIATE SPACE AVAILABLE IN THE HEART OF
DALLAS' FASTEST GROWING AREA — **Lochwood Village**

RI 2-6111

Select your office now and have your suite designed to fill your exact needs. You do not pay for space you do not need. All necessary electrical work, 50 lineal feet of partitioning and sink or lavatory are provided free and you may also select your interior colors.



Dallas' newest medical center contains 10,000 square feet of air conditioned office space. The building is completely fire-proof and has acoustical tile ceilings. Price of the lease includes all utilities — office maintenance and janitor clean up service.

Lochwood Village MEDICAL CENTER

GARLAND ROAD AT JUPITER



*service on
the go!*

**TEXAS EMPIRE LIFE
AND ACCIDENT INSURANCE COMPANY**

Hilton Painter, President

Dallas

***Specializing in custom DESIGNING and MANUFACTURING
of quality store, office and bank fixtures since 1922.**

**Adleta Show Case & Fixture
Manufacturing Co.**

1914 Cedar Springs — Dallas 1, Texas

Phone RI 7-7576

**You'll be satisfied if it's an Adleta installation*

RECENTLY A DREAM ...SOON A REALITY!



WOMEN AND CHILDREN'S HOSPITAL

Construction on the Women and Children's Building at Baylor is progressing according to schedule... completion date... mid-summer 1959.

The new building will provide the finest facilities available for the care of mothers and newborn babies... children... the teenage group... and gynecology patients.

BAYLOR UNIVERSITY HOSPITAL

Boone Powell, Administrator

3500 Gaston

Dallas, Texas

*need
space?*

need space in dallas?
will **BUILD** and **LEASE...**
to your requirements...
OFFICE BUILDING, Warehouse, etc. . . .
*several excellent locations with ample
parking available for established
concern*

G. E. MILLER & CO.

P. O. BOX 866 • DALLAS, TEXAS
Phone RI 1-1701

World Trade News

IMPORT OPPORTUNITIES

SWEDEN—Magnolia Paper Company, P. O. Box 383, Gothenburg, Sweden. Exporters of all kinds of Paper and Cardboard and derivatives seeking importers in this city.

CHINA—General Merchants Limited, '8' Tai Hang Road, Hongkong, China. Manufacturers seeking importers of men's and women's wear and accessories available in all kinds of materials.

HONG KONG—Cyrus International, 61-A Waterloo Road, 1st Flr. Kowloon, Hongkong, China. Firm seeking potential importers of Hong Kong manufactured goods such as wearing apparel, gifts and novelties, wickerware, arts and crafts, furniture and general commodities.

JAPAN—Tokyo-Yokohama Manufacturers' Trading Corp., 215 Jiyagaoka, Meguroku, Tokyo, Japan. Exporters requesting contact with potential Dallas importers of Japanese carved stone lanterns, compasses for sport, cutlery.

GERMANY—Ludwig Griessmeier, Further Strasse 67, Nuremberg/GERMANY. German manufacturers of drawing instruments seeking stationery and drawing material representative who would be interested in handling this German-made product, and related lines.

MEXICO—Monterrey Mercantile, S.A., Padre Mier Ote. 660, Apdo. Postal 273, Monterrey, N. L. Mexico. Firm wishes contact with those contracting and building engineers interested in purchasing concrete blocks.

WESTERN GERMANY—Friedrich Lorenz, Otto Muller-Strasse 5, Kaufbeuren (Allgau) Western Germany. Exporters wishing outlet in Dallas area for sale of imitation jewelry, beads, buttons, necklets, earrings, glass stones, and costume jewelry.

CALIFORNIA—Jean Michel Mathieu, P. O. Box 2687, San Diego 12, California. Individual having import agency handling French products seeking Dallas representative to sell same.



DALLAS • JULY, 1958

World Trade News

JAPAN — Omori Takashi, 20, 3-Chome, Minami-machi, Higashi-suma, Suma-ku, Kobe, Japan. Japanese firm seeking wholesaler in Dallas interested in the importation of Japanese cultured pearls.

NEW YORK CITY — Belgian-American Banking Corp., 54 Wall Street, New York 5, N. Y. This organization has client abroad desiring contact with reliable importers of following types of gloves: woolen knitted gloves; cotton string gloves; nylon tricot gloves; nylon stretch gloves; cotton simpoex gloves; nylon simplex gloves.

NEW ORLEANS — French Commercial Counsellor, 305 International Trade Mart, New Orleans, Louisiana. This office has clients in France desiring outlets for sale of: costume jewelry, and equipment leather such as for saddlery, boots, and harness.

INDIA — NORFOLK SYNDICATE (India) PRIVATE LTD., 17-N Block, Connaught Circus, New Delhi, India. Manufacturers and exporters of art brassware, basketware, woodenware, allied giftware, novelties, carpets, and sports goods seeking buyers and importers.

JAPAN — JAISONS INTERNATIONAL CORPORATION, 33, Kitakyutatomachi, k, Higashi-Ku, Central Post Office Box 363, Osaka, Japan. Suppliers and manufacturers of electronic products including transistor radios, F. M. tuners, Hi Fi speakers, megaphones, tweeters, phonograph motors and tone arms, and unrelated lines such as fancy nylon gloves. This offer came through Republic Bank.

INDIA — PREMIER COTTAGE INDUSTRIES, P. O. Box 2516, New Delhi, 5, India. Exporters of Zari embroidered goods including ladies purses, kashmir wooden carvings, handloom cloth, and ivory presentations of modern and old art, seeking import agents, and potential buyers.

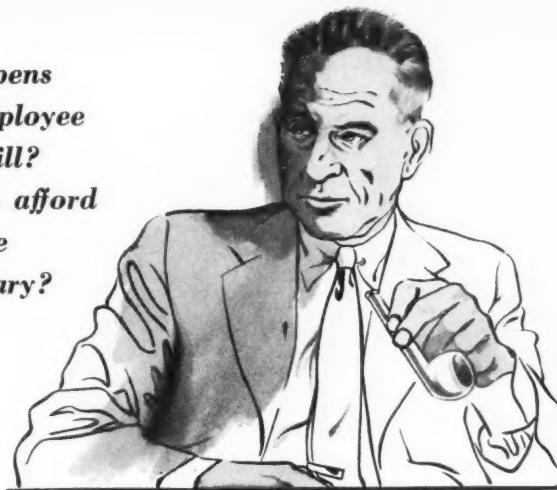
TEMPORARY OFFICE HELP Call for a "Kelly Girl" Riverside 2-3981

No payroll bother — we bill you weekly. All "Kelly Girls" are tested, experienced, bonded and guaranteed. Call us and describe the job you want done.



**Russell Kelly
Office Service**
1209 Simons Building
Dallas, Texas

*What happens
when an employee
becomes ill?
Can you afford
to continue
his salary?*



GREAT NATIONAL GIVES A BUSINESSMAN PROTECTION...

with a tax-free plan for salary continuance.

You can give your valuable employees the security they seek and avoid financial losses.

GREAT NATIONAL LIFE INSURANCE COMPANY
Riverside 7-8861 Dallas, Texas

TRINITY INDUSTRIAL DISTRICT



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New Buildings

"Under the Skyline
of Dallas"

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15 Years of Progressive Pest Control

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1909 PACIFIC

★

*Surgical Instruments
Equipment and Supplies*

★

Serving Hospitals and the
Medical Profession
for
Fifty-Seven Years

LEASE

Sound Equipment

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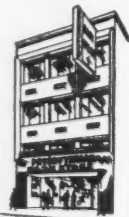
No need to buy! Ask about
our *no-down-payment,
long-term lease plan* on fa-
mous Stromberg-Carlson
custom-engineered Sound
Systems!

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DALLAS

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World's No. 1 Dictating Machine



4030 H. Hines Dallas 19 Lakeside 6-6626
FRED L. HAYNES, District Manager

CIVIC EVENTS

Salesmanship Camp Helps Boys Learn to Live with Problems

Smoke rises from the crackling campfire, encircling the tousled heads of the three boys sitting around the fire.

Their smiles reflect the fun of their day of exploring and canoeing, and their laughter resounds their joy of life and companionship.

To the onlooker, the trio might appear to be three average ten or twelve-year olds, enjoying an outing in the woods. But these boys are different. They are disturbed or maladjusted youngsters who are learning a new pattern of living and adjustment at the Salesmanship Club of Dallas Boys Camp.

Tommy, that's the red headed one, used to run away from home at least once a month. Last time he was picked up a hundred miles away stealing tools from a garage.

And, Bob, sitting next to him, was banned from every store in his town for malicious destruction.

Paul, the last of the three, has been kicked out of at least a dozen schools and seriously injured a classmate with a baseball bat.

Started almost 36 years ago, the boys camp idea is built around a year round camp environment in which the boys learn to live together and prepare themselves to return to their homes as well-adjusted youngsters.

Perpetuation of the project has been the sole purpose of the Salesmanship Club. Now located on a 600-acre site of red hills and green pines near Mineola, the camp is financed by the Club and the Community Chest. Formal opening of the Camp, formerly named Camp Woodland Springs and located on a small site off Loop 12, was held June 5.

"Some of them have been kicked out of school," says Campbell Loughmiller, director of the camp, of the fifty boys under his supervision. He adds that many of them come from broken homes, yet the boys represent families with all levels of income. Some are boys from good homes



LEARNING TO LIVE together, groups of eight to ten boys are led in work and play by two trained counselors.

but they have emotional or personality problems. Most boys are referred to the camp by their schools or by one of the Dallas agencies dedicated to the welfare and guidance of boys.

Divided into camp communities, the boys prepare many of their own meals over a campfire. Counselors direct the younger boys in studies comparable to their own age group in school, while older boys are enrolled in nearby public schools.

"Seventy to eighty per cent make fair or excellent adjustments," explains Mr. Loughmiller, describing the boys who return home to make the honor role in school, letter in sports, or excel in some way in their community. Average length of stay at the camp is 20 months.

Extensive field trips which the boys plan in every detail themselves give them first-hand studies of industry, business, geography and transportation.

One group recently went on a 1,076-

creative services that sell

PURNELL

Advertising Agency

3722 BOWSER • DALLAS 19, TEXAS

Lakeside 6-3827

Civic Events

mile raft trip to New Orleans. In reports required by the camp, the boys relate their experiences in a manner which helps them learn factual information and gives them practice in grammar at the same time.

Out of this close life together, the boys develop quite a feeling of comradeship and concern for others.

At a recent Salesmanship Club Luncheon, a few of the boys were visiting their sponsors. One of the members, an insurance executive, saw the little boy sitting next to him was having trouble with his fork.

Thinking the boy might be handicapped, he remained silent until he noticed all the boy's fingers were crossed one over the other.

When his curiosity overcame him, he asked what the trouble was. The boy looked up and replied, "Well, my buddy is gonna' make a speech, and I'm just helping him every way I can."

★

Dallas Wins Traffic Awards

National awards to Dallas for outstanding achievements in traffic safety and traffic control were made at a joint meeting of the Dallas Advertising League and the Citizens Traffic Commission on July 15.

Don Hill, regional director of the National Safety Council, presented an award to the Citizens Traffic Commission for outstanding performance in Organization for Traffic Safety Improvement and to the Dallas Police Department in Maintenance of Accident Records.

An award for High Level of Traffic Engineering Performance was presented to the Traffic Engineering Department of the City of Dallas by Bill Brandes, Texas Vice-President, representing the Institute of Traffic Engineers.

Col. Homer Garrison Jr., Director of the Texas Department of Public Safety, presented an award to the Dallas Police Department for Outstanding Achievement in Police Traffic Supervision in 1957. This is the eighth consecutive year Dallas has won this award.

Hal A. Gullledge, past president of the Dallas Association of Insurance Agents, delivered the principal speech in which he stressed the tremendous savings to Dallas private and company car owners in automobile and motor vehicle insurance as a result of continued traffic education, enforcement and engineering.

DR. I. BRODSKY

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Eyes Examined • Glasses Fitted

(Write for Instructive
Booklet on Contact Lenses)

1810 Main Street

Phone RI 2-4545
for Appointment

In New Home August 1

Texas Clinic for Alcoholism

(Exclusively)

On or about August first, Texas Clinic for Alcoholism will move into a completely air-conditioned, newly refinished home at 3017 Fairmount in the heart of the Fairmount Medical Center.

The new 18-bed home will have modern decoration and furnishings with an emphasis on creating a home-like atmosphere.

A private Clinic-Hospital personally operated by owners, Texas Clinic for Alcoholism has successfully treated hundreds of Alcoholic cases and assisted many to attain continuous sobriety.

Four attending Physicians

Registered Nurse in charge

Entire Staff trained in field
of Alcoholism

Most advanced Therapy

Excellent Dietitian

Private rooms —

Air-conditioned

Homelike atmosphere

No restraint

Continuous Sobriety Our Aim

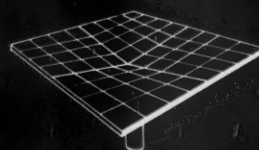
3017 Fairmount

DALLAS

RI 1-3547



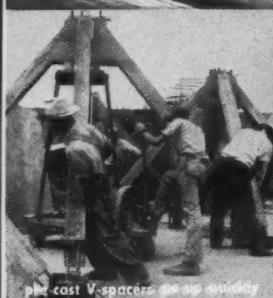
early expandable cellular construction



hyperbolic paraboloids
form roof-ceiling



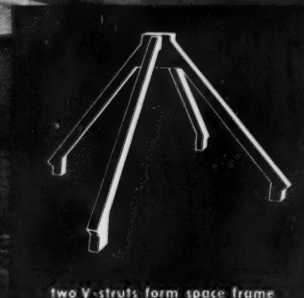
assembling precision products



precast V-spacers speed up activity



patio brings
outdoors indoors



two V-struts form space frame



well-lit downstairs offices



first building on TI's 300-acre Dallas site

huge new plant for tiny products to **ENRICH YOUR FUTURE-ELECTRONICALLY**

News, pictures, music, light, heat, cold and thousands of other services to man are borne by streams of electrons crisscrossing the face of the earth. At an almost explosive rate, yesterday's electronic miracles are becoming today's commonplace; are swelling the demand for miniature components such as the transistors, diodes, rectifiers, resistors, capacitors produced by Texas Instruments.

Hence this newest addition to TI's facilities, a seven-acre building of functional character, a pleasant place in which to work, designed for quick change or sudden growth. Flexibility and expansion ease derive from two shapes used here for the first time industrially in the U. S. Concrete "umbrella-roofed" bays form clear

floor areas 63 ft wide and up to 147 yd long. Nine-foot V-spacers between the two floors make the some three dozen utilities completely accessible and available to both floors.

This fresh approach to problems is basic at Texas Instruments; leads continually to entirely new products of new materials with new characteristics. It is a technique that has brought the company to the forefront in components, in military and commercial electronic systems, industrial instrumentation, and geophysical exploration. Sales of TI products and services have required nine-fold plant expansion over the last five years to a present $\frac{3}{4}$ -million sq ft ... resulted in almost 18-fold growth over the last decade.

TEXAS INSTRUMENTS

INCORPORATED

keep an eye on TI



6000 LEMMON AVENUE
DALLAS 9,
TEXAS

Civic Events



PICKERING

Colonel Pickering Heads Texas Salvation Army. Lieutenant Colonel Ernest Pickering has assumed command of the Texas division of The Salvation Army, with headquarters at 500 North Ervay, Dallas.

Colonel Pickering and his wife, who holds equal rank with her husband, returned to Texas and Dallas after an absence of over fourteen years.

Entering The Salvation Army School for Officers' Training in September, 1922, Colonel Pickering received his commission as a probationary lieutenant on June 25, 1923.

Prior to his Dallas command, he served as divisional commander of the Virginia-Southern West Virginia division at Richmond.

★

Land Office Records Moved to Dallas. An important segment of Texas history, in the form of 900 reels of micro-filmed records of the General Land Office of Texas, has been transferred from Austin to Dallas for storage in the maximum security vaults of the Republic National Bank of Dallas.

The move was made to decentralize storage of these records so that complete copies would be preserved in the event of disaster.

Some of the old and interesting records represented on microfilm include the Spanish Archives, dating back to 1745; a map of Texas compiled by Stephen F. Austin; a muster roll of the Army of the Republic of Texas; copies of Robert E. Lee's and Sam Houston's Wills, and a map of Kent County prepared by William S. Porter (O. Henry) in 1889. The famous short story writer worked as a draftsman in the Land Office before he began his writing career.

Harry H. Houston

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To an Honored Profession

Those who heal and serve the ailing and injured should be proud of the noble contribution they make to the health and welfare of our nation. Those devoted people in medicine and hospitalization receive high commendation from a grateful America.

The insurance industry, of which Great American of Dallas is a part, seeks to work hand in hand with doctors and hospitals throughout the land. As insurance people, we strive to contribute to an effective partnership in serving this country's health needs.

Great American of Dallas is the Underwriting Company for Texas Medical Association's Life Insurance Plan.



GREAT AMERICAN *of Dallas*

GREAT AMERICAN RESERVE INSURANCE COMPANY
TRAVIS T. WALLACE, President

LIFE INSURANCE • SICKNESS & ACCIDENT INCOME PROTECTION

Women in BUSINESS

by Jim Stephenson



RUTH
SANDERS

PATRICIA
O'NEILL

ARTISTS in the fascinating business of keeping people alive and healthy longer are Ruth Sanders and Patricia O'Neill.

Sketch pads and water colors are their basic tools, combined with medical know-how equivalent almost to that of physicians and surgeons.

Each holds a Master of Medical Arts degree from the University of Texas Southwestern Medical School. Pat was the first to receive this degree from SMS, in 1947. Ruth got hers in 1950.

Now both are associate professors in the school's Department of Medical Art, chairmaned by Prof. Lewis Waters, who studied under the famed Max Brodel at Johns-Hopkins.

Examples of the kind of art that Ruth and Pat do are found in "Pharmacology and Therapeutics," authored by Dr. Arthur Grollman, head of SMS' Department of Experimental Medicine.

Ruth did a schematic representation of pain tracts and their potential interruption at various levels. The illustration is organized in five sections, and depicts referral of pain originating in skin, skeletal muscle, stomach, spinal cord and head.

Pat did a water color reproduction of the microscopic appearance of a stained

smear of normal human blood, and that of patients suffering from various forms of anemia.

"It's a beautiful piece of work," said Ruth, referring to that particular illustration of Pat's. "The colors are exact."

Enrollment in medical art never is large. The combination of science and art is a challenge few want to face, and some who would like to face it lack the qualifications. An educational background in anatomy, histology, physiology and pathology is necessary.

Charts and graphs make up a lot of the medical artist's work. These are extensively used, Ruth explained, in reporting results of research.

Also, medical artists, armed with sketch pads and pencils, watch surgeons at work, recording for the benefit of other doctors — and mankind — new, life-saving techniques. Later they convert the sketches to finished drawings.

Ruth did drawings of some of Dallas' first blue-baby operations.

The medical art staffers are looking forward to the Oct. 6-8 Dallas convention of the International Association of Medical Illustrators. Pat is recording secretary. Professor Waters is president. Ruth was

doing a cover for the convention program, for which sixty to seventy medical artists are expected.

Ruth in private life is Mrs. Ottys Sanders. Ottys is in the biological supply business, which also was her career for a time. A native of Denison, she finished old Oak Cliff High, got a BA from SMU, where she majored in art, a certificate in medical art from Baylor's College of Medicine, and then her MMA from SMS.

Pat, an El Paso girl, got her BA and BS from TSCW, Denton, the same year, and then her MMA from SMS. She is unmarried, does other drawing and painting in her off hours and enjoys refinishing furniture for her apartment.

Ruth enjoys natural history field trips with Ottys, photographing small animal life, close-up.

Facilities at quarters in the new SMS building on Harry Hines will be adequate for teaching 10 to 12 students of medical art, Ruth said.

In their unique fashion, meanwhile, Professor Waters, Ruth and Pat, and Asst. Prof. Robert A. Sage, medical photographer, carry on in the never-ceasing crusade against human suffering.

EMPHASIZING DALLAS AS A MEDICAL CENTER!!! LARGEST AND FINEST BUILDING IN THE WORLD

DEVOTED TO THE PRIVATE PRACTICE OF *Medical and Dental Science*

This 19-floor MEDICAL OFFICE BUILDING, located at St. Paul and Pacific, in the center of downtown Dallas, houses several hundred Physicians and Dentists; X-ray, diagnostic and clinical laboratories; supply houses and allied businesses.

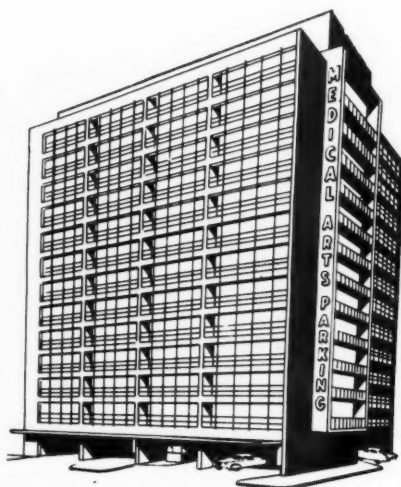
Offices of the Dallas County Medical Journal and the various Medical Societies are located on the 4th floor. A spacious, modern Auditorium is also conveniently at the disposal of the medical, dental and health groups.

Three top floors devoted to **MEDICAL ARTS** FULLY-ACCREDITED **HOSPITAL**

The fully-accredited MEDICAL ARTS HOSPITAL is located on the panoramic 17th, 18th and 19th floors of the Building. This is a great convenience to physicians, patients, families and friends. Patients receive very personalized care, in a home-like, modern atmosphere.



1000-CAR PARKING FACILITIES



500-car parking facilities are in the lower levels of the Medical Arts Building, at St. Paul and Pacific.

A short block away, at the corner of Live Oak and Harwood, the 14-floor Medical Arts Parking Building affords space for 500 cars. Bowser-type elevators eliminate screech and wear on tires and brakes.

Both buildings
owned and managed
by
**CARY-SCHNEIDER
INVESTMENT CO.**

*Medical
Arts
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St. Paul and Pacific
DALLAS

J. Ben Critz Celebrates 28 Years As Chamber Manager

Dallas passed an important milestone in its history of growth July 15 when J. Ben Critz quietly celebrated his 28th anniversary as general manager of the Dallas Chamber of Commerce.

The story of how Mr. Critz, a successful young cotton executive, took over the management of the Dallas Chamber "on a temporary basis" during a lull in the cotton business in 1930 is well known. He agreed to stay until the Chamber directors "could find the right man." All Dallas — indeed, Chamber executives and businessmen throughout America, for Mr. Critz has received national and international acclaim — agree that they found him.

The growth of Dallas during these 28 years of Mr. Critz' leadership has been tremendous. When he came to the Chamber, Dallas was a well-known Southwestern city with a population of some 260,000. Now, Dallas is known the world over and its metropolitan population approaches 900,000. Mr. Critz has played a major role in this success. Not only has he helped to attract many large industries to Dallas but he has handled with skill the many day-to-day functions that make up Chamber of Commerce work.

In addition to his Chamber work, Mr. Critz has been president of the Dallas Country Club, a YMCA director and chairman of the Newsboys Club. He is a member of the Highland Park Presbyterian Church.



J. BEN CRITZ

Home Parade Set for August

Some 10,000 persons in the home building industry and related crafts, trades and service organizations are planning and preparing for the annual Dallas County Parade of Homes next month.

Gregory Good, 1958 Parade of Homes chairman for the Home Builders Association of Dallas County, made the estimate as he reported "excellent progress" being made in the construction of the 50 new homes to be shown to the public August 15 through 24.

This year's display of new homes by 46 builder-members of the Home Builders Association of Dallas County marks the seventh consecutive year the organization has presented such a show.

The 50 homes to be displayed in the 1958 Parade of Homes will be shown at five sites. In addition to the developers involved in the preparation of the Parade sites and the builders constructing homes for the Parade, Mr. Good estimated that some 1,000 service and supply firms will provide equipment, materials and services for this year's home display.

The 1958 Parade homes and lots will have an aggregate total value of more than \$1,500,000 when priced for the current market, the Parade chairman estimated. Values of the homes to be shown will range from about \$13,000 to approximately \$65,000.

Sites of the 1958 Parade of Homes include: Northwood Estates, near the intersection of Greenville Ave. and Stults Rd.; Northwood Hills, on Hillcrest Rd. north of Alpha Rd.; Richardson Heights, north of New Belt Line Rd. adjoining the site of the new Richardson High School; Singing Hills, south of Ledbetter Dr. between Marsalis and Lancaster; and Sparkman Club Estates, near Royal Lane and Webb's Chapel Rd.

★

Women to Head Employment Board.

Mrs. Mary Harrison of the Harrison Employment Service is the 1958 president of the Employment Board of Dallas and Mrs. Mae Lindsay, Anchor Employment Service, is the new vice-president.

TEXAS SCOTTISH RITE HOSPITAL for CRIPPLED CHILDREN

2201 Welborn Street

This hospital, specializing in orthopedic cases, is at the service of crippled children of Texas.

Admissions are restricted to children under 15 years of age whose parents or guardians are unable to send them to pay institutions.

The physicians of Texas and the public generally are invited to correspond with our Secretary concerning cases believed to conform to admission requirements.

The public is cordially invited to visit this hospital.

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News Spotlight

T. Lewis Jones Heads Council Division on Aging

T. Lewis Jones, Dallas civic leader and long-time executive of the Southwestern Bell Telephone Company, was recently named chairman for the division on Aging of the Council of Social Agencies of Dallas. The election was held at the Division's annual meeting at the Republic Bank Building. The organization is a Community Chest member.

Mr. Jones succeeds Mrs. William B. Ruggles, 3701 Stratford, who has headed the Council's Division on Aging during the past two years.

Mr. Jones, who resides at 6431 Preston-shire Lane, also serves as a member of the board of directors for the E. D. Farmer Foundation for the Aging and as chairman of the board for Hospitality House, Dallas' day center for older people. A native Texan, he has been active in Community Chest work for many years in Dallas and in Kansas City and St. Louis. He is a graduate of Texas A&M and Harvard University. An electrical engineer, Mr. Jones appears in "Who's Who in Engineering," and the IRE and AIEE year-books.

Research Foundation Adds Two Board Members. James W. Aston, president of the Republic National Bank of Dallas, and Henry X. Salzberger, president of Sanger Brothers, have been added to the board of directors of the Texas Research Foundation.

In further action, Huey Whitehurst of the Foundation's administrative staff at Renner has been advanced to assistant director of the Foundation.

The Modular Concept



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2214 MAIN • DALLAS

**✓ CHECK Your
Life Insurance . . .
COMPARE SwL Strength,
Service and Rates with ANY Offered**

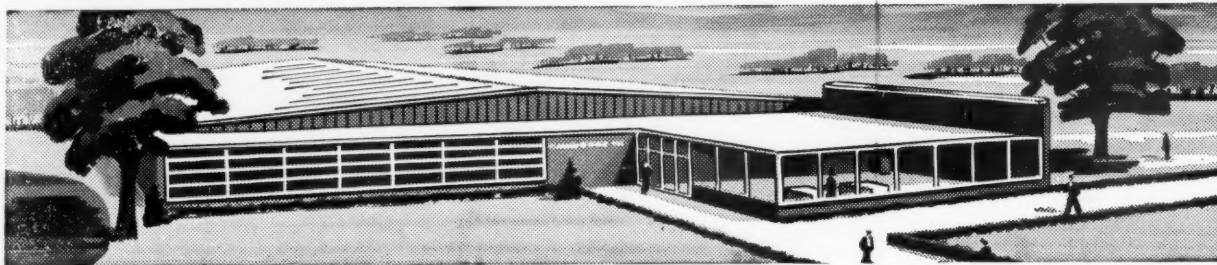


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James Ralph Wood, President Home Office, Dallas

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This new, low-profile building system by Airol'di brings the low, sweeping look and clear-span interiors to retail stores, showrooms, offices, factories and warehouses. Beautiful . . . but surprisingly economical. Get our prompt quotation without obligation.



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FACILITIES INCLUDE

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busy men make days more productive with

1-WAY and 2-WAY RADIO



busy men know how to do more work faster when they can be in constant touch with the office... or with cars in the city.

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528 Interurban Bldg. 35 Years in Dallas

LUMBER LARGE AND COMPLETE STOCKS

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SPECIAL ATTENTION GIVEN TO INDUSTRIAL
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Civic Events



DANHEIM

Oilwell Contractors Pick Dallas as Home

Dallas has been chosen as the home office of a young oil industry association — The Association of Oilwell Servicing Contractors, formerly based in Odessa, Texas.

The 200-member organization, which has 15 chapters in seven Southwestern states, will move to Dallas on August 1 and be located in the Davis Building, J. F. McAdams, president of the AOSC has announced.

Dallas was chosen as the headquarters for the oil association for many reasons, the president said, but mostly due to its location and its accessibility and travel facilities.

James E. Danheim, Austin attorney, was named executive-secretary of the AOSC on July 15, replacing W. H. (Woody) Fox, who resigned recently. The office staff will consist of Danheim, Miss Elena Banderas, secretary, a field representative, and additional office help as the association grows.

The AOSC held its second annual convention in Dallas in January, 1958, and has its third also scheduled here in January 1959.

Officers of the association in addition to McAdams, of Hobbs, New Mexico, include J. C. Williams, Jr., Springhill, La., first vice-president; Thomas E. Gobel, Houston, second vice-president; and Jimmy W. Wilkins, Odessa, treasurer.

★

Alcoholism Clinic Moves. Effective August 1st, the Texas Clinic for Alcoholism will move from 3520 Fairmount where it has been for 8½ years to its new 18-bed home at 3017 Fairmount in the heart of the Fairmount Medical Center.

DALLAS • JULY, 1958

News Spotlight

Smith Wins Retailers' Honor. J. Milton Smith, vice-president and co-owner of Smith Furniture, Inc., of Dallas, has been named "Retail Furniture Award Winner of the Year" by the Retail Furniture Association of Texas.

The selection was made on the basis of excellence in five points: high, ethical standards in advertising, honest and fair dealing with competitors, devoted service to industry through participation in association activities, good reputation in dealing with customers, and active participation in community and civic activities.

★

Haggar Named Notre Dame Alumni Association Officer. Edmond R. Haggar of Dallas has been elected first vice-president of the 27,000 member National Notre Dame Alumni Association.

Mr. Haggar is president of Haggar Company, Dallas manufacturer of men's slacks.

★

Blueprint for Tomorrow

(Continued from page 13)

depended upon gifts, bequests and special contributions from the general public for its support, and the public in its turn has been most generous, Hoblitzelle reports.

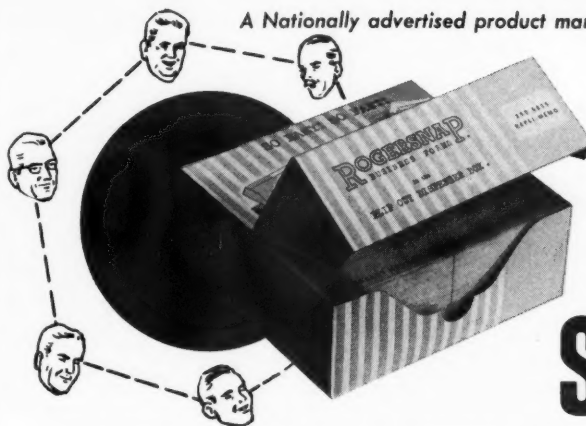
The initial project of Southwestern Medical Foundation was the organizing, housing and equipping of Southwestern Medical College. This medical school was envisioned as part of a great medical center which one day would be developed in Dallas to serve the whole area.

The successful accomplishment of this hurculean task during wartime is now history. The college was so successful, that within six months after it was organized, it was granted Class A recognition by the American Association of Medical Colleges.

When the Texas Legislature provided in 1949 for the development of a second medical school by The University of Texas, Dr. Cary and other Foundation leaders worked to have the University take over the Dallas school for its greater development. The Foundation transferred the physical properties of the school including equipment, library and approximately 68 acres of land with a total valuation in excess of one million dollars to the University of Texas in September 1949. The Foundation also contributed \$100,000 to be used in the first permanent building on the site.

In the years since, the Foundation has continued to support the medical school

A Nationally advertised product manufactured in Dallas.



STOP

Delays in Communications with ROGERSNAP! BUSINESS FORMS

Repli-Memos speed requests that call for prompt answers from the office, plant, field, customers and source of supply. Rogersnap Business Forms include Invoices, Purchase Orders, Bills of Lading, Voucher Checks, etc. All made to produce better work in less time.

Order Rogersnap Business Forms from your Stationer.
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YOU NAME IT!

WE'VE GOT IT!

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ALUMINUM SUN SHADES—EXTERIOR FIRE PLACE ACCESSORIES
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Prompt and Courteous Service

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Listed and Unlisted
Stocks & Bonds
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DALLAS UNION SECURITIES COMPANY

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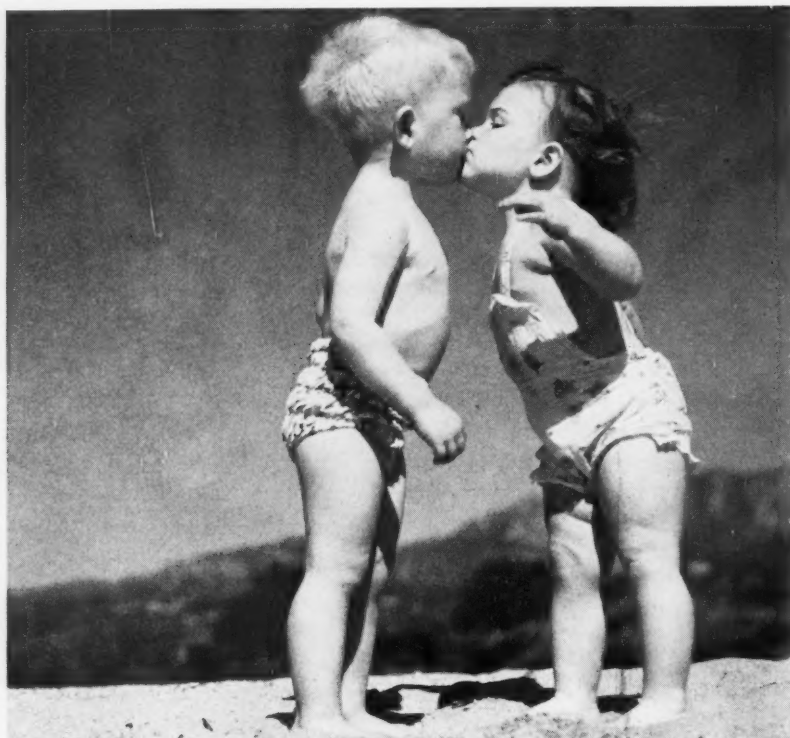
1001 Adolphus Tower
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A. Decaney

THIS IS WHAT IS KNOWN AS A SATISFACTORY TRANSACTION

Value received by each side is as nearly equal as anybody could ask for. Obviously, both parties are eminently satisfied. And there is evidence that, given a little time, the relationship could become downright cordial. Good printing, person-to-person service, have given us comparably satisfactory results with many leading Dallas business concerns.

HAUGHTON

Brothers

3116 Commerce Street • DALLAS
LETTERPRESS-OFFSET PRINTERS

RI 7-2583

Blueprint for Tomorrow

(Continued from page 61)

by supplementing faculty salaries, endowing and supporting approved research projects, providing student loan funds and generally providing such supplementary aid as to enable the school to achieve unexcelled prominence as a medical teaching and research facility. Two examples of this aid: 1. The Foundation has made a grant of \$97,600 to supplement the budget of the school for fiscal 1958-59. 2. The Foundation has made a two-year grant of \$50,000 to set up a teaching and research clinic in the diseases of alcoholism under the direction of the medical school.

The Foundation and its leaders continue to work toward the greater goal of an outstanding medical center of Dallas.

"The total idealism of our goal gives depth and warmth to the work of the Foundation," says Mr. Hoblitzelle. "There is absolutely no limit to what it can do through the years to relieve human suffering."

★

Blanket of Skill

(Continued from page 15)

radiology, ophthalmology and otorhinolaryngology and dentistry residents.

The Board of Directors is planning an expansion for approximately a 175-bed hospital, requiring \$3,000,000 within the next two or three years. Tentative location is near the Southwestern Medical School.

Besides these major medical facilities, Dallas County has the 410-bed Veteran's Administration Hospital which is used by several counties.

Dallas also has numerous smaller hospitals and private clinics which contribute their part to the picture of Dallas as an established and rising medical center.

★

Beck to Head Tuberculosis Board.

G. Gordon Beck, newly elected president of the Dallas Tuberculosis Association, will head the board which directs the association's countywide TB control and prevention program during the new fiscal year.

Other officers elected to serve with Mr. Beck include Dr. Donald L. Paulson, vice-president; Mrs. Abe Berger, secretary, and John Saville, treasurer.

Mr. Beck, manager of Bostitch-Midwest, Inc., has long been identified with community health action. He is vice-chairman of the Health Council of the Council of Social Agencies and vice-chairman of the Community Tuberculosis Committee established by the city and county governments.

Are you a good sport?

Take this test...

Most of us, both at work and at play, conform to certain rules of human behavior because they are the decent things to do . . . because we prize our integrity, our sense of justice and fair play.

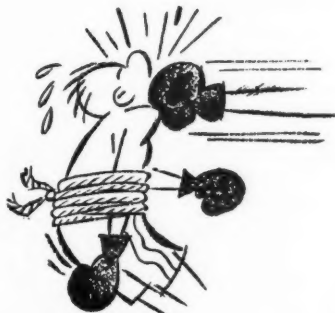
In most instances, we have no trouble at all drawing a line between right and wrong, as this ad will show. Here are several situations in which the decent thing is fairly obvious. We hope you'll pardon us if, in each situation, we draw a parallel to the plight of the railroads.

We think you'll find it interesting, not to say odd, that where the railroads are concerned, the line between right and wrong . . . between justice and injustice . . . seems to fade away, and the decent thing to become obscure.



Would you shoot a sitting duck?

No more than you'd shoot fish in a barrel. Hardly sporting. Yet the railroads have been sitting ducks for truck and barge operators for years. Regulations prevent railroads from adjusting freight rates in order to be more competitive. This hurts not only the railroads, but shippers who would otherwise benefit from lower rates.



Would you handicap a boxer?

A prizefighter with one arm tied can justly cry "foul play." Yet railroads have long been similarly handicapped. Pommelled by diminishing revenues, rising costs, and excessive taxation, their defense has been thwarted by subsidies to competition, unrealistic depreciation schedules, and inadequate mail rates.



Would you shackle a sprinter?

Only for laughs. But when honest competition is desired — with maximum rewards to bystanders — freedom to run is essential. Most railroads, however, must drag an anchor of unprofitable services. This is neither fair competition, nor rewarding to you as a bystander, for maintaining *unprofitable* services can only jeopardize *all* services.



Would you play cards with a loaded deck?

Everyone loses but the dealer . . . and sometimes his health is imperiled! The railroads have had the cards stacked against them for years by the exemption from regulations of water carriers of bulk commodities and truckers of "agricultural" products—as well as the exemption from transportation excise taxes of all private carriers.

"Sometimes the dealer's health is imperiled!"

Card stacking occasionally backfires and the dealer finds himself in serious trouble. This is a very real possibility in the current railroad situation. The deck is presently loaded against the railroads, and if the industry were to go bankrupt, it would be a backfire from which the country could suffer mightily.

In time of war, virtually all military freight and passenger traffic is moved by rail. In peacetime, railroads are an essential link in the nation's economic chain. No other system of transportation existing or known today could fill the breach if the railroad industry failed.

To prevent such a serious backfire . . . to preserve this vital segment of American strength . . . remedial legislation presently before Congress is urgently required—NOW!



ROCK ISLAND LINES

*The road of planned progress . . .
geared to the nation's future*

BOOKS FOR BUSINESSMEN

The flood of books on advertising and public relations continues unabated. However, the advertising business gets some relief from harping criticism in **Madison Avenue, U. S. A.** by Martin Mayer. Mr. Mayer has no axe to grind; he attempts to look at the advertising business without prejudice. As a consequence, his book is well-balanced and gives a very clear behind-the-scenes picture of the profession of advertising. His descriptions of the big agencies and the men behind them are exceptionally fine. While some may find fault with his assessment of the value of advertising in the economy, advertising and layman alike will enjoy and profit from the book.

Two new books in the field of motivation research are of particular interest. Louis Cheskin, Director of Color Research Institute and a pioneer in packaging research, has written **How to Predict What People Will Buy** and Pierre Martineau, Director of Research and Marketing for the Chicago Tribune has written **Motivation in Advertising**. Both these authors are top men in their field and their books will be "must" reading for advertising men.

Other new books in this field are: **Motivation Research and Marketing Management** by Joseph W. Newman, **Marketing Research** by Richard D. Crisp, and **Social Science in Public Relations** by Rex F. Harlow.

People in the retail merchandising field will not want to miss Margaret Case Hariman's **And The Price Is Right**. An informal history of Macy's famous department store, it is a light-hearted book filled with humorous stories of the trials and tribulations of retail selling on a big scale.

Two unusual business books are based on research sponsored by the Controllershship Foundation. Jewel Moberley's **Case Studies in Records Retention and Control** deals with a relatively new field for most corporations. The increased volume and cost of records retention has become a top management problem and this is a welcome contribution to the field. The case studies in the book are divided into five groups according to basic type of business: insurance, public utilities, manufacturing, etc.

Another Controllershship Foundation book is **Whole-dollar Accounting** by Florence A. May. The author defines whole-dollar accounting as: "... the recording of accounting entries in whole dollars,

getting rid of the decimal point and pennies wherever possible and at the earliest practicable point in the accounting sequence." In addition to discussing the advantages and disadvantages of whole-dollar accounting, the book gives many actual cases of companies which have converted to such a system and tells how it has worked out. The book is written for management rather than accountants and is aimed at helping the executive decide if whole-dollar accounting could be used in his firm.

There are four new books for the man who is trying to keep up with developments in the field of automation. Two deal with office automation: **Installing Electronic Data Processing Systems** by



Madison Avenue Advertising

Richard G. Canning and **The Management Approach to Electronic Digital Computers** by J. Sanford Smith. The latter title might be of particular interest because it covers British practices in office automation.

Automation: What It Is, How It Works, and Who Can Use It by Carl Dreher is a simple introductory book, while Charles R. Walker's **Toward The Automatic Factory** deals with industrial automation from the management viewpoint.

As office automation becomes more common and more and more machines are added, one of the big decisions facing



To Automate or ... ?

management is whether to rent this equipment or buy it outright. Robert N. Anthony's **Office Equipment: Buy or Rent?** is written to help management make this decision wisely. All factors such as risk, repair, and income taxes are considered and the author comes up with a formula which can be applied to almost any situation.

A new book covering a relatively neglected field is **Practical Plant Protection and Policing** by B. W. Gocke. Covering such topics as theft control, handling of watchmen, plant safety, and securities, this is aimed at the industrial plant but would be helpful to any large establishment such as a department store.

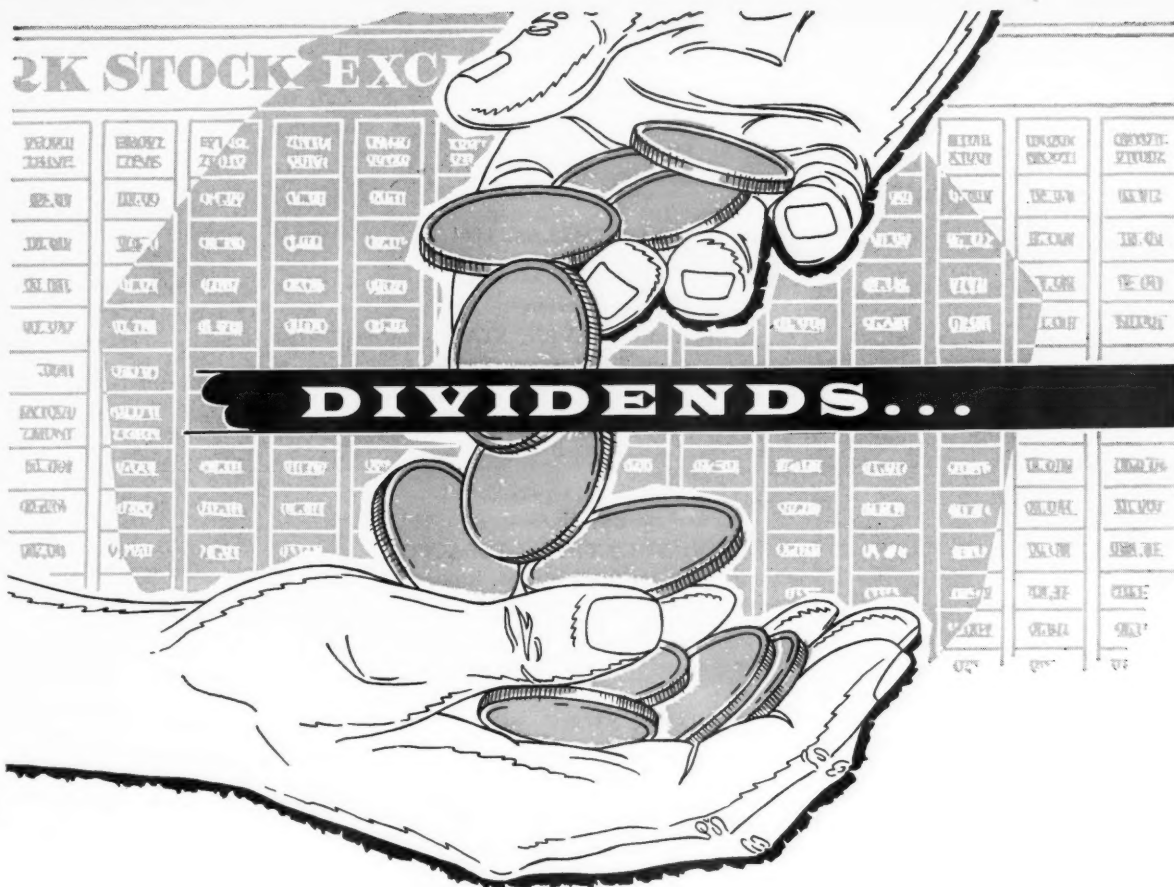
Books on banking are always popular in Dallas and now we have two rather unusual new ones. **Business Looks at Banks** by George Katoma is based on a nationwide sample interview survey conducted by the University of Michigan. The first half deals with the attitudes of business executives toward banks and the second half is a survey of the financial practices of business firms. While it should be read by everyone in banking, it will be of particular interest to the public relations specialist.

Banks and Politics in America by Bray Hammond is a history of American banking from the Revolution to the Civil War. The book is scholarly but far from dull and will provide the background needed to understand many current banking practices.

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(Continued from Page 25)

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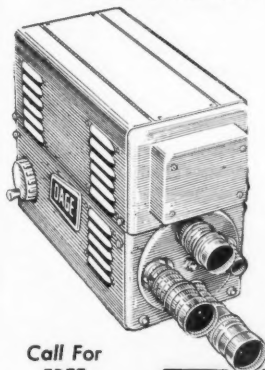
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in Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
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Wholesale Distributors

1872 Huey & Philp
Company
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Restaurant Supplies & Equipment

1875 Dallas Transfer &
Term. Whse. Co.
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and Distribution

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1878 National Bank
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1890 William S.
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Advertising Printing

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store



BEN E. Cabell, Sr., was mayor of Dallas in 1903 when the First Texas Chemical Company moved from Paris, where it had been organized in 1901, and occupied a small frame building at 111 South Market Street. It was the first company in Texas to enter the pharmaceutical field. The photograph shown above represents the third expansion of First Texas Chemical and its first plant at its present location, 1810 North Lamar. During the intervening years First Texas has been headed by such outstanding Dallas men as Colonel C. C. Slaughter, J. L. Lovejoy, Albert Handley, C. W. Leete, J. S. Keene, and V. M. Payne. Its present modern plant is a far cry from its first modest quarters that housed the firm during its first years in Dallas. When the firm first began business, Texas products were difficult to sell. Through the years the firm has distributed its products through ethical channels and has never entered the patent medicine field. Today, in its fifty-fifth year, the firm manufactures a complete line of standard pharmaceuticals. First Texas' Products are distributed to pharmacists, doctors, wholesale drug firms and hospitals. In the intervening years also Dallas has become an outstanding center for the manufacture and distribution of drugs and pharmaceuticals.

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Life Ins. Co.
(Formerly The Praetorians)

1902 Cullum &
Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1902 Hunter-Hayes
Elevator Co.
Passenger, Freight and Home
Elevators

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 First Texas Chemi-
cal Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1906 Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders

1907 A. C. Horn &
Company
Commercial and Structural
Sheet Metal

1911 W. W. Overton
& Co.
Investments

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

1914 Texas Employers
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Insurance

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